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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations – November 2024

Semester: III

Date: 06-11-2024

Course Code: MBA1020

Time: 02:00 pm – 03:30pm

Course Name: Marketing Management

Max Marks: 50

Program: MBA

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.

3Mx5Q=15M

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|---|---|---------|-----------|-----|
| 1 | What is market offering? Give a recent example of a market offering that has satisfied your need or want. | 3 Marks | Knowledge | CO1 |
| 2 | “Businesses integrate the marketing mix elements to create a cohesive marketing strategy”. Comment. | 3 Marks | Knowledge | CO1 |
| 3 | Differentiate between product line stretching and product line filling with suitable examples. | 3 Marks | Knowledge | CO2 |
| 4 | List the two key benefits of branding for both the company and the customer. | 3 Marks | Knowledge | CO2 |
| 5 | Discuss the levels of product with suitable example. | 3 Marks | Knowledge | CO2 |

Part B

Answer ALL the Questions. Each question carries 10 marks.

10Mx2Q=20M

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|---|---|----------|-------------|-----|
| 6 | Evaluate the current marketing practices at addressing the various stages of the buying decision process for high involvement products. | 10 Marks | Application | CO1 |
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OR

- 7 “Analyze how a company’s over-emphasis on product quality and features can lead to marketing myopia. How can strategies like customer-focused innovation and enhancing customer experience help prevent this issue?” 10 Marks Application CO1
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- 8 Analyze the stages of New Product Development and explain how each stage contributes to minimizing product failure risks in the market. 10 Marks Application CO2

OR

- 9 Asses the steps involved in setting the price of a product. How can a company ensure that its pricing aligns with both its cost structure and market demand? 10 Marks Application CO2
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Part C

Answer the Question. Question carries 15 marks.

15Mx1Q=15M

- 10 Storage boxes for kitchen storage, that are different sizes, and are available in sets, are to be marketed by a marketing company. They may be used mainly for storing food and made from food grade plastic. Given the arguments against the use of plastics, the Company is finding it difficult to market the product. you have been just employed by this marketing company. You are challenged to
- A) Find a target market for the product.
B) Consider suitable segmentation and position the product for this segment.
C) How does this positioning affect the product’s market appeal compared to alternatives like glass or metal?