



PRESIDENCY UNIVERSITY

BENGALURU

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| Roll No. | | | | | | | | | | | | | | |
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End - Term Examinations – MAY/ JUNE 2025

Date: 05-06-2025

Time: 01:00 pm – 04:00 pm

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|-----------------------|-----------------------------------|---------------|
| School: SOC/SOM UG | Program: BBA/BBB/BBD/BCM/BCM/BAV | |
| Course Code : BBA2005 | Course Name: MARKETING MANAGEMENT | |
| Semester: II | Max Marks: 100 | Weightage:50% |

| CO - Levels | C01 | C02 | C03 | C04 | C05 |
|-------------|-----|-----|-----|-----|-----|
| Marks | 11 | 26 | 26 | 26 | 11 |

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 2 marks.

10Q x 2M=20M

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|-----|---|---------|----|-----|
| 1. | Define Marketing. | 2 Marks | L1 | C01 |
| 2. | Present a simple Marketing System with the help of a diagram. | 2 Marks | L2 | C01 |
| 3. | Find the meaning of Marketing Environment. | 2 Marks | L1 | C02 |
| 4. | Label the 5 M's Marketing Environment. | 2 Marks | L2 | C02 |
| 5. | Describe briefly the meaning of Product Mix. | 2 Marks | L1 | C03 |
| 6. | Outline the meaning of Price Mix. | 2 Marks | L1 | C03 |
| 7. | List the Stages of Segmentation. | 2 Marks | L1 | C04 |
| 8. | Narrate the meaning of Positioning. | 2 Marks | L1 | C04 |
| 9. | Why do a company need to study Consumer Behavior? | 2 Marks | L1 | C05 |
| 10. | List the Features of Indian Consumers. | 2 Marks | L1 | C05 |

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

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|-----|----|--|----------|----|-----|
| 11. | a. | Apply the concept of Holistic Marketing in a business with suitable examples. | 07 Marks | L3 | C01 |
| Or | | | | | |
| 12. | a. | Build the Scope of Marketing with suitable examples. | 07 Marks | L3 | C01 |
| 13. | a. | Classify the concept of Market Development and Product Development with suitable examples. | 07 Marks | L2 | C02 |
| Or | | | | | |
| 14. | a. | Illustrate Ansoff's Product/Market Matrix with a specific product or service. | 07 Marks | L2 | C02 |
| 15. | a. | Discover the Classification of Product as Consumer and Industrial Goods. | 07 Marks | L3 | C03 |
| Or | | | | | |
| 16. | a. | Apply the Product Levels with suitable examples. | 07 Marks | L3 | C03 |
| 17. | a. | Distinguish between Mass Marketing and Segmentation. | 07 Marks | L4 | C04 |
| Or | | | | | |
| 18. | a. | Define Business Market and Compare the differences between Consumer vs. Industrial Market. | 07 Marks | L4 | C04 |
| 19. | a. | Justify the Factors Influencing Buyer Behavior with suitable examples. | 07 Marks | L5 | C05 |
| Or | | | | | |
| 20. | a. | Evaluate the Importance of Customer Relationship Marketing with suitable examples. | 07 Marks | L5 | C05 |

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

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|-----|----|--|----------|----|-----|
| 21. | a. | Analyze the Approaches to Marketing. | 15 Marks | L4 | C01 |
| 22. | a. | Organize the Elements of Marketing Environment with suitable examples. | 15 Marks | L3 | C02 |
| 23. | a. | Judge the Components of the Marketing Mix. | 15 Marks | L5 | C03 |
| 24. | a. | Define Consumer Market and explain the Bases for Consumer Market Segmentation. | 15 Marks | L2 | C04 |