



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## End - Term Examinations – MAY 2025

Date: 29-05-2025

Time: 01:00 pm – 04:00 pm

<b>School:</b> SOL	<b>Program:</b> BBA,LLB	
<b>Course Code:</b> BBL2005	<b>Course Name:</b> Marketing Management	
<b>Semester:</b> II	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

<b>CO - Levels</b>	<b>C01</b>	<b>C02</b>	<b>C03</b>	<b>C04</b>	<b>C05</b>
<b>Marks</b>	<b>14</b>	<b>14</b>	<b>29</b>	<b>19</b>	<b>24</b>

### 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 2marks.

10Q x 2M=20M

1.	Recall the definition of marketing.	2 Marks	L1	C01
2.	List two functions of marketing.	2 Marks	L1	C01
3.	Identify what PESTEL stands for.	2 Marks	L1	C02
4.	State the importance of value chain analysis.	2 Marks	L1	C02
5.	List any two examples of Physical Evidence in the Marketing Mix.	2 Marks	L1	C03
6.	Narrate any two factors affecting Marketing Channel Selection.	2 Marks	L1	C03
7.	State few Mediums of Mass Marketing.	2 Marks	L1	C04
8.	Define Target Market.	2 Marks	L1	C04
9.	List the Characteristics of Modern Consumer.	2 Marks	L1	C05
10.	Narrate the meaning of Customer Lifetime Value.	2 Marks	L1	C05

### Part B

Answer the Questions.

Total Marks 80M

11.	a.	Discuss about Marketing and the functions of marketing.	10 Marks	L2	C01
Or					
12.	a.	Explain the concept of Green Marketing and analyze its significance in promoting sustainable business practices, with relevant examples	10 Marks	L2	C01

13.	a.	Explain 4Ps of Marketing.	10 Marks	L3	C03
Or					
14.	a.	What are the key factors influencing channel selection in marketing? Explain with examples.	10 Marks	L2	C03
15.	a.	Describe the elements of the Promotion Mix with suitable examples.	10 Marks	L2	C03
Or					
16.	a.	Illustrate the stages of the Product Life Cycle with real-life examples	10 Marks	L3	C03
17.	a.	<p>FreshSip Beverages Pvt. Ltd. is a growing company in the bottled beverage industry, known for its innovative fruit-infused water products. The company started five years ago and has built a strong customer base in urban markets. FreshSip recently launched a line of sugar-free, vitamin-enriched drinks targeting health-conscious consumers. Despite positive feedback, the company faces operational challenges and rising competition from established brands like Bisleri and Paper Boat.</p> <p>Apply the SWOT framework to analyze FreshSip Beverages Pvt. Ltd.'s situation, identifying its strengths, weaknesses, opportunities, and threats.</p>	15 Marks	L3	C02
Or					
18.	a.	<p>NutriSnack Foods Pvt. Ltd. offers multigrain chips, protein bars, organic trail mix, and flavored rice cakes in the healthy snacks market. Multigrain chips are the top-selling product with consistent demand, while protein bars show rapid growth but face strong competition. Organic trail mix struggles due to high pricing and low demand, whereas flavored rice cakes are newly launched with uncertain market response.</p> <p>Apply the BCG Matrix to NutriSnack Foods Pvt. Ltd.'s product portfolio. Classify its products into the four quadrants and justify your classification.</p>	15 Marks	L3	C02
19.	a.	Explain Positioning and Brand Positioning Errors with suitable examples.	15 Marks	L2	C04
Or					
20.	a.	Explain the concept of market segmentation. What are the different types of market segmentation? Provide examples for each type.	15 Marks	L2	C04
21.	a.	Explain the stages of the Consumer Decision-Making Process with suitable examples for each stage.	20 Marks	L2	C05
Or					
22.	a.	Discuss the importance of Customer Relationship Marketing and illustrate how it helps businesses retain customers, using suitable examples.	20 Marks	L2	C05