



Roll No.

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF LAW**

**MID TERM EXAMINATIONS**

**Sem & AY:** Odd Sem. 2019-20

**Date:** 17.10.2019

**Course Code:** BBL105

**Time:** 9:30AM to 11:30AM

**Course Name:** MARKETING MANAGEMENT

**Max Marks:** 60

**Program & Sem:** BBA.LLB. (Hons.) & V

**Weightage:** 30%

**Instructions:**

- i. All Questions are compulsory.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries five marks. (5Qx5M=25M)**

1. "Modern marketing is an integrated process of identification, assessment and satisfaction of human wants". Comment. (C.O.NO.1) [Knowledge]
2. How do cultural factors influence consumer behavior? (C.O.NO.2) [Knowledge]
3. With the help of an example, explain the meaning of segmentation, targeting and positioning. (C.O.NO.2) [Knowledge]
4. Describe the different roles played by a consumer in buying process citing relevant example. (C.O.NO.2) [Knowledge]
5. What is societal marketing? Explain with suitable examples. (C.O.NO.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries seven marks. (3Qx7M=21M)**

6. Distinguish between marketing concept and selling concept. Support your answer with suitable examples. (C.O.NO.1) [Comprehension]
7. What do you understand by consumer behavior? Why always there is a need for marketer to study consumer behavior? (C.O.NO.2) [Comprehension]
8. Do all consumers go through all stages in buying, say a shampoo or a personal computer? Elaborate. (C.O.NO.2) [Comprehension]

**Part C [Problem Solving Questions]**

**Answer the Question. The Question carries fourteen marks. (1Qx14M=14M)**

9. 'Market segmentation helps the firm to get focused'. Comment on the importance of market segmentation in the Indian business market. [4M]

Also, suggest suitable bases for segmenting the market for following products: [10M]

- a) Car
- b) Cosmetics
- c) Mobile phone
- d) Detergent soaps
- e) Toothpaste

(C.O.NO.2) [Application]



## SCHOOL OF MANAGEMENT

**Semester:** Odd Sem 2019-20

**Course Code:** BBL105

**Course Name:** Marketing Management

**Date:**

**Time:** 2 hours

**Max Marks:** 60

**Weightage:** 30%

### Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (%age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type	Total Marks
			[Marks allotted] Bloom's Levels	[Marks allotted] Bloom's Levels	[Marks allotted]	
			K	C	A	
Q1	C.O.1	Module 1: Fundamentals of Marketing	K			5
Q2	C.O.2	Module 2: Buyer Behaviour	K			5
Q3	C.O.2	Module 2: Buyer Behaviour	K			5
Q4	C.O.2	Module 2: Buyer Behaviour	K			5
Q5	C.O.1	Module 1: Fundamentals of Marketing	K			5
Q6	C.O.1	Module 1: Fundamentals of Marketing		C		7
Q7	C.O.2	Module 2: Buyer Behaviour		C		7



Q8	C.O.2	Module 2: Buyer Behaviour		C		7
Q9	C.O.2	Module 2: Buyer Behaviour			A	14
	Total Marks					60

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Dr. Shikha Manchanda]

Reviewer's Comments:

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## Annexure- II: Format of Answer Scheme



### SCHOOL OF MANAGEMENT

#### SOLUTION

Semester: V

Course Code: BBL 105

Course Name: Marketing Management

Date:

Time: 2 HOURS

Max Marks: 60

Weightage: 30%

#### Part A

(5Q x5 M =25 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q1	<p>Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals (AMA)</p> <p>Customer has needs, wants, demands and desires. Understanding these needs is starting point of the entire marketing. These needs, wants arise within a framework or an ecosystem. Understanding both the needs and the ecosystem is the starting point of a long term relationship. Customer Satisfaction: The extent to -which a product's perceived performance matches a buyers expectations. If the product's performance falls shore, of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations the buyer is satisfied, or delighted</p>	2+3	10
Q2	<p>A large number of factors operate to influence the buyer's behavior. Most of these factors are interdependent and interrelated and often there is some overlapping between them. The study of culture encompasses all aspects of a society such as religion, knowledge, language, customs, traditional music, art etc.</p> <p>Culture is the sum total of learned beliefs, values and customs which serve to guide and direct consumer behavior of all members of that society. It is the way of life and thinking patterns that are passed from generation to generation. Thus, cultural influences provide an important basis for market segmentation.</p>	2+3	10





	<ul style="list-style-type: none"> <li>• Culture and Consumption: Culture is prescriptive and decides the consumption habits, eating habits, food preferences and food preparation. <u>Ex</u>: Indians do not eat beef as it held sacred by Hindus. However, Japanese and Americans consume beef in large quantities</li> <li>• Subculture - Groups of people <i>within a large society</i> with shared value systems based on common life experiences. It can be a source of religious, geographical, social or psychological identification. <u>Ex</u>: A person living in Kolkata would feel he is different from the one living in Bihar.</li> <li>• Social Class - People within a social class tend to exhibit similar buying behavior. Homogeneous and relatively permanent. <u>Ex</u>: Occupation, Income, Education, Wealth</li> </ul>		
Q3	<p>Market Segmentation: Process of dividing the market into distinct subsets of consumers with common needs and characteristics and selecting one or more segments to target with distinct marketing mix. <u>Ex</u>: bases of segmentation any example</p> <p>Targeting: Market targeting is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. Targeting is not relevant for firms producing for mass market as customers are not classified into segments and the whole population is considered a homogeneous market. <u>Ex</u>: NCERT produces books for all subjects for mass market. But private publishers concentrate on target markets after deciding about segments; Penguin publishers concentrate on market for novels, autobiographies etc.</p> <p>Positioning: A product's position is a way the product is defined by consumers on important attributes; the place the product occupies in consumer's mind relative to competing products. Eg: Wagon R is positioned on economy and Mercedes on luxury and BMW on performance.</p>	2+2+1	10
Q4	<p><u>Roles in Buying Decision-making process</u></p> <p>Blackwell, Miniard and Engel have described the following five roles in buying decision-making process:</p> <ol style="list-style-type: none"> <li>1. <i>Initiator</i>: begins the search process; gathers information</li> <li>2. <i>Influencer</i>: persuades; may try to impose their choice criteria</li> <li>3. <i>Decider</i>: has the power / authority to make the final choice</li> <li>4. <i>Buyer</i>: conducts transaction. Calls/ Visits/Payment/ Delivery</li> <li>5. <i>End User</i>: The actual consumer / user</li> </ol>	5	10



Q5	<p>The Societal marketing concept: This concept holds that the organization should determine the needs, wants and interests of the target market group and then delivery customer satisfaction in such a way that it improves the customer's and society's well-being. It is an improvement over the marketing concept in evolution concepts. One of the biggest limitation of this concept is that it leads to consumerism and has an impact on future.</p> <p>Example: Any company doing CSR activities. Elaborate more on the nature of company's business and also highlight the key areas where societal concept is practiced.</p>	3+2	10

**Part B**

(3Q x 7M = 21 Marks)

Q No	Solution		Scheme of Marking	Max. Time required for each Question
Q6	Marketing	Selling	5+2	15
	1. Trying to get the company produce what the customer wants.	Trying the customer to want what the company produces.		
	2. Marketing is much wider and dynamic than sales	Selling is a narrow concept		
	3. Marketing revolves around needs and interests of the buyer	Selling revolves around needs and interests of the seller.		
	4. Marketing is outside-in perspective	Selling is inside-out perspective		
	5. Marketing creates pull	Selling is a push		
	6. Marketing involves a set of activities	Sales is part of marketing process		
	7. Marketing is a process	Sales is the result / outcome of marketing		
	8. Ex	Ex		
Q7	<p>Consumer behavior comprises of All such activities done by a consumer, while obtaining, consuming and disposing of products and services. This includes the <i>decision making processes</i> that precede and follow such actions. Subject draws its concept from: Psychology, Sociology, Anthropology, Economics and Marketing.</p> <p>It is a study of micro level behavior of individual consumers. It includes all efforts, explains an act or acts of choice either at a given time or over a period of time.</p>		2+5	15



	<p>Why study Consumer Behavior:</p> <ol style="list-style-type: none"> <li>1. Consumers do not always act or react as the theory would suggest.</li> <li>2. Consumer preferences are changing and becoming highly diversified.</li> <li>3. Research has vividly pointed out that consumers dislike using identical products and prefer differentiated products to reflect their special needs, personalities and lifestyles.</li> <li>4. Meeting these special needs of customers requires market segmentation.</li> <li>5. Rapid introduction of new products with technological advancement has made the job of studying CB more imperative.</li> <li>6. Implementing the 'Marketing Concept' calls for studying the CB.</li> </ol>		
Q8	<p>Consumer Buying Process:</p> <ol style="list-style-type: none"> <li>1. Need Recognition</li> <li>2. Alternative search</li> <li>3. Evaluation of alternatives</li> <li>4. Purchase</li> <li>5. Post purchase behavior</li> </ol> <p>For Shampoo: Being a low involvement product, consumer may not go through all the steps.</p> <p>For personal computer: Being a high involvement product, a consumer will go through all the stages.</p>	5+2	15

**Part C**

(1Q x 14M = 14Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q9	<p><b>Market Segmentation:</b> Process of dividing the market into distinct subsets of consumers with common needs and characteristics and selecting one or more segments to target with distinct marketing mix.</p> <p><b>Importance of market segmentation:</b> If properly used, market segmentation can be of benefit to the company, consumers and community. Generally, it offers the following benefits:</p> <p><b>1.Precise definition of market:</b> Segmentation improves a company's understanding of why consumers do or do not buy certain products.</p>	1+3+10	35



By knowing this, the company can make adjustments to meet market demands.

**2.Focus on Customer:** market segmentation helps the firm to get customer focused. As the firm has detailed knowledge of consumer characteristics, needs, buying motives, and purchasing power; company can shape its products to offer better value to the customers.

**3. Better assessment of competition:** It helps in assessing correctly the strength and weaknesses of the competitors. For ex: If a competing product is deeply entrenched in one segment, then there is hardly any point in wasting precious resources as there is no scope in marketing to that group.

**4. Better allocation of resources:** Once the target segment is clearly defined and identified, the limited resources at the disposal of the company can be channeled in that direction for better results. Thus, promotional messages will be coordinated effectively, so that consumers recognizes the promotional appeal quickly and marketers can minimize the losses resulting from excess promotion / exposures.

**5. Introduction to Innovations:** the marketers can focus on the relevant segment more closely and look for changes in the market requirements. This would help them to introduce innovative products in the market and satisfy the customers better.

**6. Gains to consumers:** Wars / competition between brands leads to gains to consumers- better quality, price, more for same price etc.

#### Bases

a) Car: Demographics (income, family size), Socio-cultural (Social class), Purchase beh (usage, user status)

b) Cosmetics :Demographics (age, gender, marital status, income), Psychographics (lifestyle, personality),

c) Mobile phone: Demographics (income, age, occupation), Purchase beh (usage, user status), Psychographics (lifestyle, personality),

d) Detergent soaps : Demographics ( gender, income), Purchase beh (usage, user status),

e) Toothpaste: Demographics (age, income), Purchase beh (usage, user status), Psychographics (lifestyle, personality),







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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF LAW**

**END TERM FINAL EXAMINATION**

**Semester:** Odd Semester: 2019 - 20  
**Course Code:** BBL 105  
**Course Name:** MARKETING MANAGEMENT  
**Program & Sem:** BBA.L.L.B.,(Hons.) & V

**Date:** 24 December 2019  
**Time:** 1:00 PM to 4:00 PM  
**Max Marks:** 80  
**Weightage:** 40%

**Instructions:**

- (i) Read the all questions carefully and answer accordingly.  
(ii) All questions are compulsory

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries 5 marks. (6Qx5M=30M)**

1. List the roles performed by an individual in consumer buying process. (C.O.No.2) [Knowledge]
2. Describe Pre-emptive pricing with suitable example. (C.O.No.4) [Knowledge]
3. Define two-level channel of distribution with relevant example. (C.O.No.4) [Knowledge]
4. Describe convenience, shopping and specialty products using day-to-day examples. (C.O.No.3) [Knowledge]
5. Define advertising and state its benefits to the customers. (C.O.No.5) [Knowledge]
6. Describe the societal concept of marketing. (C.O.No.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries 10 marks. (2Qx10M=20M)**

7. How is marketing concept different from selling concept? Briefly discuss the evolution of marketing concept with suitable examples. [5+5M] (C.O.No.1) [Comprehension]
8. Differentiate between penetration pricing and skimming pricing. Which of the pricing policy will you recommend for a new mobile handset? [8+2M] (C.O.No.4) [Comprehension]

**Part C [Problem Solving Questions]**

**Answer both the Questions. Each Question carries 15 marks. (2Qx15M=30M)**

9. Suggest appropriate marketing strategies for each stage of the Product Life Cycle along with the diagram and corresponding features. (C.O.No.3) [Application]
10. You are the marketing manager of your company and the management is planning to launch a laptop in the market. Suggest the stages / steps which you will follow for new product development. [10+5M] (C.O.No.3) [Application]





**SCHOOL OF LAW**

**END TERM FINAL EXAM**

Semester: Odd Semester: 2019-20

Course Code: BBL 105

Course Name: MARKETING MANAGEMENT

Date: 24 Dec 2019

Time: 1:00 PM - 4:00 PM

Max Marks: 80

Weightage: 40%

**Extract of question distribution [outcome wise & level wise]**

Q.N O.	C.O.NO (%age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type [Marks allotted]	Total Marks
			[Marks allotted] Bloom's Levels	[Marks allotted] Bloom's Levels		
			K	C	A	
Q1	C.O.No.2	Module 2: Buyer Behaviour	5			
Q2	C.O.No.4	Module 4: Pricing	5			
Q3	C.O.No.4	Module 4: Pricing	5			
Q4	C.O.No.3	Module 3: Product	5			
Q5	C.O.No.5	Module 5: Promotion	5			
Q6	C.O.No.1	Module 1: Fundamental s of Marketing	5			
Q7	C.O.No.1	Module 1: Fundamental		10		

		s of Marketing				
Q8	C.O.No.4	Module 4: Pricing		10		
Q9	C.O.No.3	Module 3: Product			15	
Q10	C.O.No.3	Module 3: Product			15	
	Total Marks		30	20	30	80

K =Knowledge Level C = Comprehension Level, A = Application Level

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. .

Faculty Signature: 

[Dr. Shikha Manchanda]

Reviewer's Comments:

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Annexure- II: Format of Answer Scheme



**SCHOOL OF LAW**  
**SOLUTION (SET-B)**

Semester: Odd Semester: 2019-20

Course Code: BBL 105

Course Name: MARKETING MANAGEMENT

Date: 24 Dec 2019

Time: 1:00 PM - 4:00 PM

Max Marks: 80

Weightage: 40%

**Part A**

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q1	<p><u>Roles in Buying Decision-making process</u></p> <p>Blackwell, Miniard and Engel have described the following five roles in buying decision-making process:</p> <ol style="list-style-type: none"> <li>1. <i>Initiator</i>: begins the search process; gathers information</li> <li>2. <i>Influencer</i>: persuades; may try to impose their choice criteria</li> <li>3. <i>Decider</i>: has the power / authority to make the final choice</li> <li>4. <i>Buyer</i>: conducts transaction. Calls/ Visits/Payment/ Delivery</li> <li>5. <i>End User</i>: The actual consumer / user</li> </ol>	5	10
Q2.	<p><u>Pre-emptive pricing</u>: As the name suggests, pre-emptive pricing policy which aims at discouraging the other firms in the market to offer substitutes. Keep out pricing should be followed for only one product of a firm. This policy can be followed by big firms with huge resources at their command. Example: Jio</p>	5	10
Q3.	<p><u>Two-level channel of distribution</u>: This is traditional 'two stage' channel of distribution for the sale of consumer goods. There are two middlemen in this channel, namely wholesaler and</p>	5	10

	retailer. This channel is most suited for the products with widely scattered markets.		
Q4.	<p><b>Convenience Products</b></p> <ul style="list-style-type: none"> <li>&gt; Buy frequently &amp; immediately</li> <li>&gt; Low priced</li> <li>&gt; Many purchase locations</li> <li>&gt; Includes: <ul style="list-style-type: none"> <li>• Staple goods</li> <li>• Impulse goods</li> <li>• Emergency goods</li> </ul> </li> </ul> <p><b>Shopping Products</b></p> <ul style="list-style-type: none"> <li>&gt; Buy less frequently</li> <li>&gt; Gather product information</li> <li>&gt; Few purchase locations</li> <li>&gt; Compare for: <ul style="list-style-type: none"> <li>• Suitability &amp; Quality</li> <li>• Price &amp; Style</li> </ul> </li> </ul> <p><b>Speciality Products</b></p> <ul style="list-style-type: none"> <li>&gt; Special purchase efforts</li> <li>&gt; Unique characteristics</li> <li>&gt; Brand identification</li> <li>&gt; Fewer purchase locations</li> </ul>	5	10
Q5.	<p><u>Advertising:</u> Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor.</p> <p><b>ADVANTAGES:</b></p> <ul style="list-style-type: none"> <li>- To introduce new products</li> <li>- To support personal selling programme</li> <li>- To reach the people inaccessible by salesman</li> <li>- To enter new market</li> <li>- To attract new customers</li> <li>- To fight competition</li> <li>- To enhance goodwill of the company</li> <li>- To improve dealer relations</li> <li>- To warn the public against imitation of the company's products</li> </ul>	5	10
Q6.	<p>The Societal marketing concept: This concept holds that the organization should determine the needs, wants and interests of the target market group and then delivery customer satisfaction in such a way that it improves the customer's and society's well-being. It is an improvement over the marketing concept in evolution concepts. One of the biggest limitation of this concept is that it leads to consumerism and has an impact on future.</p>	5	10