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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 09-10-2025

**Time:** 02.00pm to 03.30pm

<b>School:</b> SOC	<b>Program:</b> BBA/ B. Com	
<b>Course Code:</b> CBS1018	<b>Course Name:</b> Introduction to Marketing	
<b>Semester:</b> I	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>24</b>	<b>26</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

<b>Answer ALL the Questions. Each question carries 2 marks. (5Q x 2M = 10M)</b>				<b>Bloo m's Level</b>	<b>CO</b>
<b>1</b>	Define Marketing.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>	
<b>2</b>	What are Core Marketing Concepts.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>	
<b>3</b>	List out the factors influencing Consumer Behaviour?	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>	
<b>4</b>	What is Product Mix?	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>	
<b>5</b>	Differentiate between Consumer products and Industrial products.	<b>2 Marks</b>	<b>L2</b>	<b>CO2</b>	

## Part B

<b>Answer ALL the Questions. Each question carries 10 marks. (4Q x 10M = 40M)</b>				<b>Bloom's Level</b>	<b>CO</b>
<b>6</b>		Explain the scope and importance of Marketing.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>					
<b>7</b>		Construct an outline of different marketing orientation concepts with suitable examples.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>8</b>		Summaries the macro and micro environments in marketing, explaining their relevance with examples.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>					
<b>9</b>		Outline the significance of 7Ps of the marketing mix in shaping a company's strategy, providing examples to illustrate their application in a competitive market.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>10</b>		Apply Kotler's five product levels to a marketing scenario, providing examples for each level.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>					
<b>11</b>		Examine the role of product mix in competitive differentiation, using examples to support your analysis.	<b>10 Marks</b>	<b>L4</b>	<b>CO2</b>
<b>12</b>		Apply the steps of the new product development process in marketing to a real-world example.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>					
<b>13</b>		Interpret the stages of the product life cycle in marketing.	<b>10 Marks</b>	<b>L2</b>	<b>CO2</b>