

Roll No.



# 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%

CO - Levels	C01	C02	C03	C04	C05
Marks	24	26	-	-	-

#### Instructions:

- Read all questions carefully and answer accordingly.
- Do not write anything on the question paper other than roll number.

#### Part A

Answer ALL the Questions. Each question carries 2 marks. (5Q x 2M = 10M)			Bloom's Level	CO
1	Define Marketing.	2 Marks	L1	C01
2	What are Core Marketing Concepts.	2 Marks	L1	C01
3	List out the factors influencing Consumer Behaviour?	2 Marks	L1	C01
4	What is Product Mix?	2 Marks	L1	C02
5	Differentiate between Consumer products and Industrial products.	2 Marks	L2	C02

### Part B

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