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**PRESIDENCY UNIVERSITY
BENGALURU**

SEC: F TO K

SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Date: 16.11. 2019

Course Code: MGT 217

Time: 1.30 PM to 3.00 PM

Course Name: MARKETING MANAGEMENT - I

Max Marks: 40

Program & Sem: MBA & I

Weightage: 20%

Instructions:

- (i) *Read the questions thoroughly before answering*
- (ii) *Answer ALL THE QUESTIONS and number your answers correctly.*
- (iii) *Do not write your name anywhere on the examination paper.*
- (iv) *No material other than normal stationery are allowed in the examination room.*
- (v) *You are only allowed to write your answers using a BLUE OR BLACK PEN.*

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries two marks (3Qx2M=6M)

1. Explain Marketing? (C.O.NO.1) [Knowledge]
2. Conceptualise Product Concept in light of evolution of Marketing Concepts? (C.O.NO.1) [Knowledge]
3. 'MAX' is giving 30% discount on end of season sale. This is an example of which P of marketing mix? Explain. (C.O.NO.1) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)

4. Write down the criticism which lead to the Marketing Concept, or in other words what were the disadvantage of Selling concept in the evolution of Marketing Concepts? (C.O.NO.1) [Comprehension]

5. Marketing begins with the flow of understanding Need, Want and Demand. Apply this statement with the help of a situational example from a point of view of a customer. You can use an imaginary situation as an example to explain the same.
(C.O.NO.1)[Comprehension]
6. Identify the PRODUCT, PRICE, PLACE and PROMOTION (if any) for SOTC offering a Tour package to Malaysia for 5 nights 6 days at 35000 INR per person valid till 31st December 2019 after which it will cost 50700 INR per person.
(C.O.NO.1)[Application]
7. Market forecasting is dependent on Market Research, which in turn is dependent on Market Information System. Elaborate on the current trends of Marketing Information system.
(C.O.NO.2) [Comprehension]

Part C [Problem Solving Questions]

Answer any one Question. The Question carries fourteen marks. (1Qx14M=14M)

8. Consider a brand or company of your choice and apply all the 5 Cs' of Marketing, namely Company, Customer, Competitor, Collaborators, and Climate.
(C.O.NO.2) [Application]
- OR**
9. What are the major MICRO ENVIRONMENT factors affecting any product or service of a company? Explain briefly with the help of examples.
(C.O.NO.2) [Comprehension]



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MGT 217

Course Name: Marketing Management-1

Date: 17.10.19

Time: 1 hour 30 mins

Max Marks: 40

Weightage: 20

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	
A) 1	1 (5%)	1	√			2
A) 2	1 (5%)	1	√			2
A) 3	1 (5%)	1		√		2
B) 1	1 (10%)	1		√		5
B)2	1 (10%)	1		√		5
B)3	1 (10%)	1			√	5
B)4	2 (10%)	2		√		5
C) 1	2 (17%)	2			√	7
Or C)2	2 (17%)	2		√		7
	Total Marks	40	4			40

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. Nisha Saha]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF MANAGEMENT

SOLUTION

Date: 17.10.2019

Semester: 1

Time: 2 hours

Course Code: MGT 217

Max Marks: 40

Course Name: Marketing Management-1

Weightage: 20

Part A

(3Q x 2M = 6Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.	1 Mark for similar conceptual answer 2 Mark for correct memory recall	6 mins
2.	This concept holds that consumers will favor products that offer the most in quality, performance and innovative features	1 mark for mentioning only quality 2 mark for complete answer	6 mins
3.	An example of Sales Promotion coming under Promotion. Activities that communicate the product or service and its merits to target customers and persuade them to buy.	1 Mark if they mention Promotion P and 2 marks if they mention the subtype under Promotion that is sales promotion	6 mins

Part B

(4Q x 5M = 20Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	<p>Consumers will not buy enough of the company's products unless the organization undertakes a large-scale selling and promotion effort. Criticism: Customer needs and wants were still not emphasized</p>	<p>3 Marks if they mention only the criticism and 5 marks if they mention both the characteristics and criticism of "Selling Concept"</p>	15 mins
2.	<p>Need: A state of felt deprivation. Want: The form that a human need takes as shaped by culture and individual personality. Demands: Human wants that are backed by buying power E.G. The students can give any example like some one is walking for a while and is thirsty so he/She NEEDS Water, so he moves to a nearby shop to buy water but instead WANTS a bottle of Coke, this can be transferred to DEMAND only if he has money to buy the same. Student can come up with any other similar example the meaning of which will remain similar.</p>	<p>If the student explains only theoretical aspect 2 Marks, if supported by correct example than 5 marks.</p>	15 Mins
3.	<p>PRODUCT: Tourist Destination Malaysia tour for 5 nights 6 days PLACE: Through Travel Agent Thomas Cook PRICE: 35K (after promotion) 50700INR (without Promotion) PROMOTION: Booking before a specific time would fetch a discount of 15700 INR (31st Dec 2019)</p>	<p>Only theoretical definition of 4Ps will bring 2 marks, if students succeed in applying the given example full 5 Marks.</p>	15 mins
4	<p>A Marketing Information System is a set of procedures and sources used by managers to obtain everyday information about developments in the marketing environment. Students are supposed to elaborate the current trend of Market intelligence System with examples related to current Google world or shadowing of Internet through Social Media and using it as a tool for MIS.</p>	<p>Only conceptual explanation will fetch 2 marks while real time example along with explanation will fetch 4 to 5 marks</p>	15 mins

Part C

(Attempt any one)

(1Q x14 M =14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1.	<p>Company: Taking example of any particular Company or brand and talking about the company. E.g Origin of the company what are the products or services it provides say HP computers.</p> <p>Customer: Applying the customer profile who would be interested in buying the product or service, e.g. Who will buy HP Laptops (Their age group, education background, earning etc)</p> <p>Competitor: e.g who are the major competitors for HP like say LENOVO, DELL etc</p> <p>Collaborators: Name or mention the partners who make the product possible like INTEL, Microsoft etc, Climate: The importance of environment like importance of Political, Social, economic and Technological climate for the product or service.</p>	<p>Answers pertaining to only conceptual answer will fetch 4 to 5 marks, explaining each component with applicable example will fetch 2marks for each C applied.</p>	45 mins
Or 2.	<p>The company Marketing management alone cannot ensure the success of any company. It is a team effort. Example can be any Company of student's choice.</p> <p>The suppliers The suppliers are an important factor in the success of the company Marketing managers must constantly monitor issues like: The prices of the raw materials The supply of raw materials The quality of the raw materials</p> <p>The Marketing Intermediaries Marketing intermediaries are all those firms that help the company to <i>promote, sell and distribute</i> its goods and services to final buyers. They include Resellers, marketing research firms, advertising agencies, Financial intermediaries like banks and financial institutions.</p> <p>The customers The company exists because there is a buyer for its goods and services. Therefore customers and their changing needs are significant to a company</p> <p>The competitors The marketing concept states that to be successful, a company must provide greater customer value and satisfaction than its competitors</p> <p>The Publics</p>	<p>Conceptual explanation for each component will bring 1 mark each while correct example application will fetch 2 to 2.5 marks for each component.</p>	Do

	<p>These include all those groups that have an actual or potential interest in or impact on an organization's ability to achieve its organizational objectives. These could be: Government, Media, Environmental groups, Company workers</p>		
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Course Code: MGT 217

Course Name: MARKETING MANAGEMENT - I

Program & Sem: MBA & I

Date: 16.11.2019

Time: 1.30 PM to 3.00 PM

Max Marks: 40

Weightage: 20%

Instructions:

- (i) Answer all the questions
- (ii) Write legibly
- (iii) Draw diagrams for required questions

Part A (Memory Recall Questions)

Answer both the Questions. Each Question carries three marks.

(2Qx3M=6M)

	Marks	CO No.	Bloom's Level
1. Identify any three differences between Marketing and Selling concepts.	3M	1	Knowledge
2. Describe the scope of Marketing.	3M	1	Knowledge

Part B (Thought provoking Questions)

Answer all the Questions. Each Question carries five marks.

(4Qx5M=20M)

3. "The marketing concept emerged and challenged the preceding concepts." Discuss the reasons for Marketing concept being more relevant than Production, Product or Selling Concept. Give Reasons.	5M	1	Comprehension
4. "Does Marketing create or satisfy Needs?" Defend your answer with few examples.	5M	1	Comprehension

- | | | | | |
|----|---|----|---|---------------|
| 5. | If you are assigned, a marketing problem facing a company, explain the steps that you follow to conduct market research, to solve the problem. | 5M | 2 | Comprehension |
| 6. | Define Customer Relationship Management. Explain why is retaining an existing customer, more important than acquiring a new customer. Give Reasons. | 5M | 2 | Comprehension |

Part C (Problem Solving Questions)

Answer both the Questions. Each Question carries seven marks.

(2Qx7M=14M)

- | | | | | |
|----|---|----|---|---------------|
| 7. | “Marketing-mix is a dynamic concept which concentrates on how to satisfy the needs of customers. If the needs of the customers’ change, the marketing mix will also be changed.” Assume that you are the marketing manager of a mobile manufacturing company. Explain the components of ‘Marketing Mix’ and identify the 4Ps of Marketing Mix elements, for a new phone that is to be launched into the market, next quarter. | 7M | 1 | Comprehension |
| 8. | “Marketing activities are influenced by several factors inside and outside a business firm. These factors or forces influencing marketing decisions are collectively called Marketing Environment.” | 7M | 2 | Comprehension |

Currently the Automobile Industry is going through difficulties, and everybody is concerned. Distinguish between Micro and Macro environment factors and identify all the factors affecting the automobile Industry today. Give your recommendations to help automobile Industry with suitable justifications.



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MGT 217

Course Name: Marketing Management - I

Date: 17-10-2019

Time: 90 Minutes

Max Marks: 40

Weightage: 20%

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	
1	1	1	3 M			3 M
2	1	1	3 M			3 M
3	1	1		5 M		5 M
4	1	1		5 M		5 M
5	2	2		5 M		5 M
6	2	2		5 M		5 M
7	1	1			7 M	7 M
8	2	2			7 M	7 M
	Total Marks		6 M	20 M	14 M	40 M

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. [Name of faculty]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF MANAGEMENT

SOLUTION

Date: 17-10-2019

Semester: i

Time: 90 Minutes

Course Code: MGT 217

Max Marks: 40

Course Name: Marketing Management - I

Weightage: 20%

Part A

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question								
1.	<table border="1"> <thead> <tr> <th>Selling</th> <th>Marketing</th> </tr> </thead> <tbody> <tr> <td>1. Emphasizes on the product</td> <td>1. Emphasizes on customer's wants</td> </tr> <tr> <td>2. Sales are the primary motive</td> <td>2. Satisfaction of the customer is Primary</td> </tr> <tr> <td>3. First production and then selling takes place at a profit without knowing customer's needs</td> <td>3. First customer's need is known and then Production takes place; then the product is sold at a profit</td> </tr> </tbody> </table>	Selling	Marketing	1. Emphasizes on the product	1. Emphasizes on customer's wants	2. Sales are the primary motive	2. Satisfaction of the customer is Primary	3. First production and then selling takes place at a profit without knowing customer's needs	3. First customer's need is known and then Production takes place; then the product is sold at a profit	3 Marks 1 Mark for each point	7 Minutes
Selling	Marketing										
1. Emphasizes on the product	1. Emphasizes on customer's wants										
2. Sales are the primary motive	2. Satisfaction of the customer is Primary										
3. First production and then selling takes place at a profit without knowing customer's needs	3. First customer's need is known and then Production takes place; then the product is sold at a profit										
2.	Scope of Marketing: Goods, Services, Experiences, Events, Persons, Places, properties, Organizations, Information & Ideas.	3 Marks 1 Mark for 2 points	7 Minutes								

Part B

(4Q x 5M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question

3.	<p>The Production Concept (Until the 1950s)</p> <p>The production concept holds that consumers will prefer products that are widely available and inexpensive. They assume that consumers are primarily interested in product availability and low prices.</p> <p>The Product Concept (Until the 1960s) - Businesses guided by the product concept, holds that consumers will favor those products that offer the most quality, performance, or innovative features.</p> <p>The marketing concept holds that the key to achieving its organizational goals consists of the company being more effective than competitors in creating, delivering and communicating superior customer value to its chosen target markets.</p>	5 Marks 2 Marks + 3 Marks for justification.	9 Minutes
4.	<p>Need:</p> <p>Need is a basic human requirement. It is a state of felt deprivation. People need food, air, water etc to survive.</p> <p>Marketing does not create needs, but satisfies needs.</p>	5 Marks 2 Marks + 3 Marks for examples.	9 Minutes
5.	<p>Steps in Market Research:</p> <ul style="list-style-type: none"> • Define the Problem • Develop Research Plan • Collect Information • Analyze Information • Present Findings 	5 Marks 1 Mark for each point	9 Minutes
6.	<p>CRM is the process of carefully managing detailed information about individual customers and all customer touchpoints to maximize customer loyalty.</p> <p>Importance of Customer Retention :</p> <ol style="list-style-type: none"> 1. It costs 6x more to sell to a new customer than to sell to an existing 2. One dissatisfied customer will tell 8-10 others on his experience 3. By increasing the customer retention rate by 5%, profits could increase by 85% 4. There is 50% chance of making a sale to an existing customer while only a 15% chance of selling to a new customer 5. 70% of customers will do business with the company again if their complaint is successfully resolved 	5 Marks 2 Marks + 3 Marks for Importance	9 Minutes

Part C

(2Q x 7M = 14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
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7.	<p>Marketing Mix:- Marketing-mix is a dynamic concept it concentrates on how to satisfy the needs of customers. If the needs of the customers' change, the marketing mix will also be changed.</p> <p>Product - A product is an offering which a business offers to customers. Strategies are needed for deciding what products to introduce, managing existing products over time, and dropping products that are no longer viable.</p> <p>Price - Setting the base price for a product is a marketing decision.</p> <p>Promotion - Strategies are needed to combine individual methods such as advertising personal selling and sales promotion into an integrated communications campaign.</p> <p>Place - The distribution strategies followed by the company.</p>	7 Marks 5 Marks + 2 Marks for mobile phone launch	20 Minutes
8.	<p>The various elements of Macro Environment:</p> <ul style="list-style-type: none"> • Demographic • Economic • Socio-cultural • Technology • Natural • Legal • Political <p>The various elements of Micro Environment:</p> <ul style="list-style-type: none"> • Men • Money • Material • Methods • Marketing Mix 	7 Marks 4 Marks + 3 Marks for Automobile Industry	20 Minutes



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATIONS

Semester: Odd Sem. 2019-20

Course Code: MGT 217

Course Name: MARKETING MANAGEMENT I

Program & Sem: MBA & I

Date: 17.10.2019

Time: 9:30AM to 11:00AM

Max Marks: 40

Weightage: 20%

Instructions:

- i. Answer all the questions
- ii. Write legibly
- iii. Insert illustrations and diagrams wherever necessary

Part A (Memory Recall Questions)

Answer both the Questions. Each Question carries three marks. (2QX3M=6M)

1. Explain any three differences between selling concept and marketing concept.
Give suitable examples. (C.O.NO.1) [Knowledge]
2. Distinguish between the terms – customer satisfaction and customer loyalty.
Explain how they are related to CLV. (C.O.NO.2) [Knowledge]

Part B (Thought Provoking Questions)

Answer all the Questions. Each Question carries five marks. (4QX5M=20M)

3. Do you think whether the following products need marketing? Explain with an example. (C.O.NO.1) [Comprehension]
 - a. Event
 - b. Properties
 - c. Places
 - d. People
4. "Marketing is of importance to everyone". Explain the statement highlighting the nature, scope, types of marketing. Give examples from the real world. (C.O.NO.1) [Comprehension]

5. This is the season of festivals. If you are the marketing manager of a retail brand, how would you conduct the environmental scanning in order to maximize sales. Give suitable examples. (C.O.NO.2) [Comprehension]
6. Do you think loyalty coupons and bonus influence consumers while buying a car. Suggest any five innovative schemes to influence buyer behavior in the current situation. (C.O.NO.2) [Comprehension]

Part C (Problem Solving Questions)

Answer both the Questions. Each Question carries seven marks. (2QX7M=14M)

7. Explain 4 P's and 5 C's of marketing with respect to a newly launched restaurant at Rajanakunte. (C.O.NO.1) [Application]
8. Mr. Susheel is the Marketing Manager of an FMCG firm. His firm is introducing a new brand of hair shampoo. What steps does he need to undertake to conduct market research on consumer behavior with reference to buying of a brand of shampoo? (C.O.NO.2) [Application]



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MGT217

Course Name: Marketing Management 1

Date: 17.10.19

Time: 1 hr 30 mins

Max Marks: 40

Weightage: 20

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	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]	Bloom's Levels		
			K			C			A			
A1	CO1	1 - introduction to marketing	3									3
A2	CO2	2 – Scanning the marketing environment		3								3
B1	CO1	1 - introduction to marketing				5						5
B2	CO1	1 - introduction to marketing				5						5
B3	CO2	2 – Scanning the marketing environment				5						5
B4	CO2	2 – Scanning the marketing environment				5						5

C1	CO1	1 - introduction to marketing								7		7
C2	CO2	2 – Scanning the marketing environment								7		7
	Total Marks											40

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. Akhila R Udupa]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF Management

SOLUTION

Semester: I

Course Code: MGT217

Course Name: Marketing Management 1

Date: 17.10.19

Time: 1 Hr 30 Minutes

Max Marks: 40

Weightage: 20

Part A

(2 x 3 = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Marketing vs Selling Wide Narrow Inside out Outside In	Defining concepts – 2 Marks Examples- 1 Mark	6

	Pull	Push	
2	<p>Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance(or outcome) to expectations . If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations ,the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted. Long term orientation leads to loyalty leading to retention.</p>		<p>Definitions -2 Marks Example – 1 Mark</p> <p>6</p>

Part B

(4Q x 5M = 20Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	<p>Yes.</p> <p>Event –Attention grabbing through ads, event schedule</p> <p>Property – price and location</p> <p>People – celebrity blogs, social media</p> <p>Place – destination – pricing, other complementary goods</p>	<p>Affirmative – 1 Mark</p> <p>1 Mark each for each product</p>	10
2	<ul style="list-style-type: none"> Typically seen as the task of creating, promoting, and delivering goods & services to consumers & businesses Marketers are skilled in stimulating demand for a company's products, limited An activity by a set of institutions to create , communicate, deliver and exchange to customers, clients, stakeholders for a profit. B2B. B2C, Services, MICE, Etc 	<p>Definition – 1</p> <p>Nature – 1</p> <p>Scope – 1</p> <p>Types - 2</p>	10
3	<p>PESTEL for macro</p> <p>Porter's five forces for micro</p>	<p>Meaning – 1 M</p> <p>Process – 4 M</p>	10
4	<p>Exchange bonus</p> <p>Upgrade offers</p> <p>Options to customize</p> <p>Flexible payment options</p> <p>Connected with customers consistently</p>	<p>Affirmative – 1 M</p> <p>4 schemes – 1 M</p>	10

Part C

(2Q x 7M = 14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Product – menu Price- less – village Place – location, main road Promotion – local newspapers, billboards Customers – students Collaborators- Bus stand, schools Company – management Competition – who others Climate – how different, new offers	4 M for each P with example 3 M for each C with example	19
2	Market research - is a set of procedures and sources used by managers to obtain everyday information about developments in the marketing environment. Define – plan – collect information – analyse – present the findings – make a decision	Define market research – 1 M Steps in Market research process- 6 M	19



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Course Code: MGT 217

Course Name: MARKETING MANAGEMENT I

Program & Sem: MBA & I

Date: 2 January 2020

Time: 9.30 AM to 12.30 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Add examples and illustrations wherever possible

Part A [Memory Recall Questions]

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

1. Define Marketing Management. Outline the importance of Marketing Management in business. (C.O.No.1) [Knowledge]
2. Define CRM. List any three CRM strategies used in retail sector. (C.O.No.2) [Knowledge]
3. Describe the consumer decision making process for buying a product of your choice. (C.O.No.3) [Knowledge]
4. Identify the differences between a product and a brand. Which one is more important for the marketer and why? (C.O.No.4) [Knowledge]
5. List out the types of consumer goods. Identify examples for each category. (C.O.No.4) [Knowledge]
6. Describe the process of price fixation for new products in the market with examples. (C.O.No.5) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks. (4Qx10M=40M)

7. Environmental factors play a crucial role in framing marketing strategies of an organization. Defend this statement highlighting environmental scanning with real world examples. (C.O.No.2) [Comprehension]
8. Assuming yourself as the marketing manager for a mineral water brand, discuss how you position it for only female consumers. Identify and explain the targeting strategy as well. (C.O.No.3) [Comprehension]



SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

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 [Marks allotted]	Total Marks
			[Marks allotted]	[Marks allotted]		
			Bloom's Levels	Bloom's Levels		
			K	C	A	
1	CO1	UNIT 1	5			5
2	CO2	UNIT 2	5			5
3	CO3	UNIT 3	5			5
4	CO4	UNIT 4	5			5
5	CO4	UNIT 4	5			5
6	CO5	UNIT 5	5			5
7	CO2	UNIT 2		10		10
8	CO3	UNIT 3		10		10
9	CO4	UNIT 4		10		10
10	CO5	UNIT 5		10		10
11	CO4	UNIT 4			15	15
12	CO3	UNIT 3			15	15
Total Marks 100			30	40	30	100

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

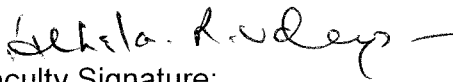
C.O WISE MARKS DISTRIBUTION:

CO 01:05 MARKS, CO 02: 15 MARKS, CO 03: 30 MARKS, CO 04:35 MARKS CO
05:15 MARKS

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.


Faculty Signature:

Reviewer Comment:

Format of Answer Scheme



SCHOOL OF MANAGEMENT

SOLUTION

Semester: Odd Sem. 2019-20
Course Code: MGT217
Course Name: Marketing Management I
Program & Sem: MBA I Semester

Date: 02.01.2019
Time: 3 HRS
Max Marks: 100
Weightage: 50%

Part A

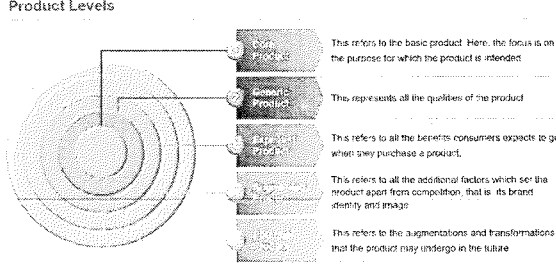
(6Q x 5M = 30Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	<ul style="list-style-type: none">Typically seen as the task of creating, promoting, and delivering goods & services to consumers & businessesMarketers are skilled in stimulating demand for a company's products, limitedAn activity by a set of institutions to create, communicate, deliver and exchange to customers, clients, stakeholders for a profit.B2B. B2C, Services, MICE, Etc	2M – Definition 3M – 3 points	11 mins
2	Maintaining loyal relationship with customers for long period of time. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds	2M – meaning 3M – 3 points	11 mins

	<p>expectations, the customer is highly satisfied or delighted.</p> <p>Long term orientation leads to loyalty leading to retention.</p> <p>Loyalty points, coupons, discounts, priority shopping experience, membership cards, taking feedback, personal attention while shopping</p>		
3	Need recognition – information search – evaluation of alternatives – purchase decision – post purchase behaviour	3M - diagram 2M - explanation	11 mins
4	Short term –long term, quantitative – qualitative, item - entity Benefits of branding - Product identification, repeat sales, new product sales	3M – 3 differences 2M – justifying a brand	11 mins
5	Shopping habits, durability, convenience, shopping, speciality, unsought goods	2M – naming 3M –explaining with examples	11 mins
6	Skimming and penetration strategies – economy and premium strategies – durable and non durable , tangible and intangible	2M – identifying 3M –explaining each one	11 mins

Part B

(4Q x 10M = 40 Marks)

Q No	Solution	Scheme of Marking	1 Max. Time required for each Question
7	Identifying macro and micro factors that affect any business. PESTEL for macro Porter's five forces for micro	5M – macro factors 5M – micro factors	16 mins
8	Competitive, bundling with different fragrance, pink and purple colours, Product mix with feminine names - colours, designs which are liked by women. Product design appealing to women, small stylish bottles which can fit in a vanity bag, promotion using women celebrities, focus on health, utility aspects while positioning, making it iconic using celebrity "Water that awakens your natural beauty" Water you will love at great low prices	5M- positioning 5M - targeting	16 mins
9	<p>Product Levels</p>  <p>new product strategy – idea generation – idea screening- business analysis- development – test marketing – commercialization – new product</p>	5M – product levels naming and explanation 5M - steps in NPD with diagram	16 mins

10	<ul style="list-style-type: none"> a) Value based – helps to distinguish –charge a premium b) Bundling – helps to sell products less in demand c) Captive – product line, sell more once customer is loyal d) Promotional –advantage of season, opportunity e) Premium/ product line 	<p>2M each for mentioning and justifying</p> <p>There can be more than one aspect for pricing, consider if justified well</p>	16 mins

Part C

(2Q x 15M = 30Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
11	<ul style="list-style-type: none"> a) normal PLC for automobiles, fashion, fad, style for apparel b) <div data-bbox="363 779 927 1173" data-label="Diagram"> <p>The diagram is a 2x2 matrix. The vertical axis is labeled 'EXISTING MARKETS' at the top and 'NEW MARKETS' at the bottom. The horizontal axis is labeled 'EXISTING PRODUCTS' on the left and 'NEW PRODUCTS' on the right. The four quadrants are: Top-Left: MARKET PENETRATION; Top-Right: PRODUCT DEVELOPMENT; Bottom-Left: MARKET DEVELOPMENT; Bottom-Right: DIVERSIFICATION. A vertical arrow on the right points downwards, labeled 'INCREASING RISK'. A horizontal arrow at the bottom points to the right, also labeled 'INCREASING RISK'.</p> </div> c) Aditya Birla group –different product lines – fashion and width in that - depth through styles 	<ul style="list-style-type: none"> a) 5M for PLC defining and explaining b) 3M – diagram of Ansoff and explaining with examples c) 2 M – meaning of product mix and 3M – explaining with examples 	25 mins
12	<p>STP – segmentation, target marketing and product positioning strategy- dividing the heterogeneous market into groups having homogenous features. Geographic, demographic, psychographic, behavioural.</p> <ul style="list-style-type: none"> a) Ola – social class – income profiles – geographic- different vehicles according to budget b) Fashion firm – demography, psychography- income, gender, style, socio cultural c) Insurance – demography, psychography d) Car- behavioural- usage rate- income levels 	<p>STP meaning and importance -2M, 1M- naming 4 strategies. 3M each for identifying and explaining the strategy</p> <p>More than 1 strategy can be considered depending upon the example and explanation.</p>	25 mins



Roll No

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Course Code: MGT 217

Course Name: MARKETING MANAGEMENT I

Program & Sem: MBA & I

Date: 2 January 2020

Time: 9.30 AM to 12.30 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Add examples and illustrations wherever possible

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 5 marks.

(6Qx5M=30M)

1. Define Marketing Management. Outline the importance of Marketing Management in business. (C.O.No.1) [Knowledge]
2. Define CRM. List any three CRM strategies used in retail sector. (C.O.No.2) [Knowledge]
3. Describe the consumer decision making process for buying a product of your choice. (C.O.No.3) [Knowledge]
4. Identify the differences between a product and a brand. Which one is more important for the marketer and why? (C.O.No.4) [Knowledge]
5. List out the types of consumer goods. Identify examples for each category. (C.O.No.4) [Knowledge]
6. Describe the process of price fixation for new products in the market with examples. (C.O.No.5) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks.

(4Qx10M=40M)

7. Environmental factors play a crucial role in framing marketing strategies of an organization. Defend this statement highlighting environmental scanning with real world examples. (C.O.No.2) [Comprehension]
8. Assuming yourself as the marketing manager for a mineral water brand, discuss how you position it for only female consumers. Identify and explain the targeting strategy as well.

(C.O.No.3) [Comprehension]

9. Early on, most mobile phones offered the same set of basic functions. Later, major players added features which were demanded by consumers. Samsung offered Ladyphone with a biorhythm calculator to check height, weight and calorie burnt. Nokia offered a platinum cased handset with a sapphire crystal screen. (C.O.No.4) [Comprehension]

- a) Explain five product levels of Kotler in the case of above product.
- b) Explain the steps in new product development.

10. Identify the price setting strategy in the following scenarios. Recognize the reason behind this pricing strategy with an example for each. (C.O.No.5) [Comprehension]

- a) Fashion firm selling a high end dress at Rs. 2000 and umbrellas at Rs. 100.
- b) Restaurant charging Rs. 100 for meals and Rs. 60 each for other individual items.
- c) Printer manufacturer charging less price for printer and more price for ink cartridges.
- d) Festive season offers by e commerce firm.
- e) Selling smartphones with better features at high prices.

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries 15 marks.

(2Qx15M=30M)

11. There are two firms in the market. One is into apparel business and the other company is into automobile business. They have approached you to work as a marketing consultant to find out the reasons for their declining sales. (C.O.No.4)[Application]

- a) Applying the concept of PLC, how you are going to analyse the apparel and confectionary business.
- b) Considering the above businesses, demonstrate the market growth strategies for both the businesses using Ansoff's matrix.
- c) Sketch the present product mix, product line, width and depth and suggest new product mix with suitable examples for a company of your choice .

12. Market segmentation is a conceptual and analytic process critical for developing and implementing effective market strategies. When the segment strategy is set, the firm designs a suitable market offer aimed at targeting and positioning the product. Show how different STP strategies are applied and practiced by following firms. Also, illustrate the advantages of STP strategy for any firm. (C.O.No.3) [Application]

- a) Ola Cab
- b) Fashion firm
- c) Insurance firm
- d) Car manufacturing firm



SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

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]	[Marks allotted]	[Marks allotted]	
			Bloom's Levels	Bloom's Levels	[Marks allotted]	
			K	C	A	
1	CO1	UNIT 1	5			5
2	CO2	UNIT 2	5			5
3	CO3	UNIT 3	5			5
4	CO4	UNIT 4	5			5
5	CO4	UNIT 4	5			5
6	CO5	UNIT 5	5			5
7	CO2	UNIT 2		10		10
8	CO3	UNIT 3		10		10
9	CO4	UNIT 4		10		10
10	CO5	UNIT 5		10		10
11	CO4	UNIT 4			15	15
12	CO3	UNIT 3			15	15
Total Marks 100			30	40	30	100

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

C.O WISE MARKS DISTRIBUTION:

CO 01:05 MARKS, CO 02: 15 MARKS, CO 03: 30 MARKS, CO 04:35 MARKS CO
05:15 MARKS

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Sheela. R. V. Dey
Faculty Signature:

Reviewer Comment:

Format of Answer Scheme



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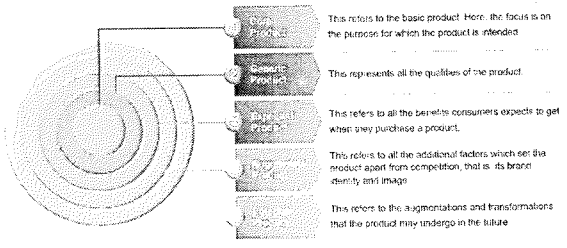
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