



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – October 2025

Date: 29-10-2025

Time: 11.00am to 12.30pm

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

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

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 2 marks.

5Q x 2M=10M

1	Define Marketing in your own words.	2 Marks	L1	C01
2	State any two core functions of marketing.	2 Marks	L1	C01
3	Write any two sources of new product ideas.	2 Marks	L1	C02
4	Describe the concept of product Mix.	2 Marks	L2	C02
5	Explain Niche marketing.	2 Marks	L2	C02

Part B

Answer the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Discuss the importance of marketing in modern business with suitable examples.	10 Marks	L2	C01
Or				
7.	Explain the different marketing orientations (concepts) with examples.	10 Marks	L2	C01

8.	Discuss the factors influencing consumer buying behaviour with examples	10 Marks	L2	C01
Or				
9.	Explain the Marketing Mix (7Ps) with reference to a service industry	10 Marks	L2	C01

10.	Illustrate the dimensions of product mix (width, length, depth, consistency) with examples.	10 Marks	L3	C02
Or				
11.	Examine the concepts of Marketing environment in detail	10 Marks	L3	C02

12.	Apply the steps in the New Product Development (NPD) process with the case of Amul Kool.	10 Marks	L3	C02
Or				
13.	What are the different stages of the Product Life Cycle (PLC)? Explain the marketing strategies adopted at each stage with examples.	10 Marks	L3	C02