PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 17- 12- 2025   **Time:** 09:30am – 12:30pm

School: SOC / SOM (UG)	**Program:** BBA	
Course Code: CBS1018	**Course Name:** INTRODUCTION TO MARKETING	
Semester: I	**Max Marks**:100	**Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	24	24	24	28

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 2marks.   **10Q x 2M=20M**

1.	State why marketing is viewed as both a science and an art.	2 Marks	L2	CO1
2.	Distinguish between the production concept and the marketing concept.	2 Marks	L2	CO1
3.	Identify one way labeling helps consumers choose between similar brands.	2 Marks	L2	CO2
4.	Name the environmental factor a firm tracks when consumer lifestyles change.	2 Marks	L1	CO2
5.	State one way customer perception affects pricing decisions.	2 Marks	L2	CO3
6.	Define the term 'channel of distribution.'	2 Marks	L1	CO3
7.	Give one example of a sales promotion used in stores.	2 Marks	L1	CO4
8.	Mention one reason digital marketing is important for small businesses.	2 Marks	L2	CO4
9.	Define public relations.	2 Marks	L1	CO4
10.	List the components of the promotion mix.	2 Marks	L1	CO4

Part B

Answer ALL the Questions. Each question carries 7 marks.   **5Q x 7M = 35M**

11.	Explain how segmentation, targeting, and positioning (STP) together make marketing customer-oriented.	07 Marks	L2	CO1
	Or			
12.	Analyze the link between cultural and psychological factors that influence consumer buying behavior.	07 Marks	L4	CO1

13.	Apply the New Product Development (NPD) process to design a strategic plan for introducing a sustainable clothing line for urban millennials.	07 Marks	L3	CO2
	Or			
14.	Use the Product Life Cycle and packaging strategy to create a marketing plan for relaunching a declining beverage brand.	07 Marks	L3	CO2

15.	Compare the effectiveness of penetration pricing and differential pricing for a new market entrant in the food delivery industry.	07 Marks	L4	CO3
	Or			
16.	Analyze how the marketing-mix strategy influences pricing consistency for a luxury perfume brand.	07 Marks	L4	CO3

17.	Apply the Five M's of advertising to identify which element should be prioritized in a low-budget ad campaign.	07 Marks	L3	CO4
	Or			
18.	Experiment with digital marketing and influencer collaboration to show how brands increase Gen Z engagement.	07 Marks	L3	CO4

19.	Prepare a promotion plan for an eco-friendly detergent using advertising, PR, and sales-promotion tools.	07 Marks	L3	CO4
	Or			
20.	Apply how a company could utilize the AIDA model to strengthen the effectiveness of its new digital campaign.	07 Marks	L3	CO4

Part C

Answer any three Questions. Each question carries 15marks   **3Q x 15M=45M**

21.	Explain how the elements of the marketing mix (4 Ps) work together to create customer satisfaction in a real-world example.	**15 Marks**	**L2**	**CO1**

22.	Demonstrate how product mix dimensions can be adjusted by a brand like Nestlé when expanding into a new category such as plant-based foods.	**15 Marks**	**L3**	**CO2**

23.	Case: A premium smartphone company, "ZenTech", is preparing to launch a new AI-driven model in the Indian market. The company has a loyal base of early adopters but faces increasing competition from budget-friendly brands. Senior management is debating between *price skimming* to maintain its elite image or *penetration pricing* to gain wider market share quickly. Question: Evaluate which pricing strategy ZenTech should adopt to sustain long-term profitability and brand image. Justify your decision using suitable criteria related to consumer perception, competition, and market dynamics.	**15 Marks**	**L5**	**CO3**

24.	Apply suitable public-relations tools SkyFly Airlines can use to regain public trust after a crisis.	**15 Marks**	**L3**	**CO4**

25.	Experiment with combining traditional media and digital platforms to model how a retail fashion brand can create continuous customer engagement across different consumer touchpoints.	**15 Marks**	**L3**	**CO4**