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PRESIDENCY UNIVERSITY
BENGALURU

Make Up Examinations – December 2025	
Date: 26 – 12- 2025	Time: 1.00pm to 04.00pm

School: SOC	Program: BBA	
Course Code : BBA2005	Course Name : Marketing Management	
Semester: MK	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	11	11	26	26	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. (10Q x 2M = 20M)			Bloom's Level	CO
1	Define Holistic Marketing and mention its components.	2 Marks	Remembering	CO1
2	A corporation generally takes a number of things into account when making adjustments to market circumstances. Recognizing patterns and controlling such dangers can be facilitated by an understanding of a company's marketing settings. Acquiring knowledge about these settings may also aid the business in growing and adapting to changes in the industry. Define marketing environment according to Philips Kotler.	2 Marks	Remembering	CO2
3	Mention the supportive activities of Michael Porter’s value chain.	2 Marks	Remembering	CO2
4	Once the products have been manufactured, they are ready to be distributed to distribution centres, wholesalers, retailers or customers. Distribution of finished goods is known as which primary activities of Value chain.	2 Marks	Remembering	CO2
5	If the customer doesn’t buy your product or service, you’re unlikely to turn a profit. Companies must prioritize customer satisfaction above all else, as it will ultimately lead to more significant revenues. Robert Lauterborn suggested that the sellers’ four Ps correspond to the customers’ four Cs. List out the 4Cs of marketing.	2 Marks	Remembering	CO3
6	Show the distinction between consumer market and business market.	2 Marks	Remembering	CO4
7	The firm selects a number of segments, each objectively attractive and appropriate. There may be little or no synergy among the segments, but each segment promises to be a moneymaker. J&J offering baby range for babies,	2 Marks	Remembering	CO4

	clean and care for young adults, surgical items for hospitals. Name the type of segmentation specialization patterns.			
8	Define positioning and write two objectives of positioning.	2 Marks	Remembering	CO4
9	McDonald's are using Halal Meat in Muslim countries and also making vegetarian food for vegetarian person. Customers classified based on their values, belief, life style and personality known as which type of segmentation.	2 Marks	Remembering	CO5
10	The most important thing is to forecast where customers are moving, and be in front of them. Recall buying behavior.	2 Marks	Remembering	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)				Bloom's Level	CO
11		Explain various scope of marketing and explain any five of them.	7 Marks	Understanding	CO1
Or					
12		The difference between selling and marketing is more than Semantic exercise. Selling focuses on the needs of the seller, marketing on the needs of purchasers. Selling means moving products while marketing means obtaining customers. Distinguish between Selling and Marketing.	7 Marks	Understanding	CO1
13		An excellent tool for expanding your product range and launching new items is the Ansoff Matrix. It will assist you in growing both your income and market share. To successfully apply these tactics, it is important to identify both existing and new markets. The Ansoff Matrix is made up of four main categories. Briefly explain the Ansoff matrix with example.	7 Marks	Understanding	CO2
Or					
14		According to this technique, businesses or products are classified as low or high performers depending upon their market growth rate and relative market share. To understand the Boston Matrix, you need to understand how market share and market growth interrelate. Explain BCG.	7 Marks	Understanding	CO2
15		Distinguish between Direct Marketing and Personal Selling. Classify five differences of each.	7 Marks	Understanding	CO3
Or					
16		Explain the few physical environment/evidence element examples one of the marketing mixes.	7 Marks	Understanding	CO3
17		Outline positioning and write five objectives of positioning.	7 Marks	Understanding	CO4
Or					
18		A fast-food chain might offer the same hamburger promotion at all of its franchises to create a demand for its new product. Compare five differences between Mass marketing and segmentation Marketing.	7 Marks	Understanding	CO4
19		Explain three significant stages of buyer's decision making depicted by Howard Sheth Model	7 Marks	Understanding	CO5
Or					
20		Demonstrate five stages of consumer decision making process.	7 Marks	Understanding	CO5

Part C

Answer Any ALL the Questions. Each question carries 15 marks. (3Q x 15M = 45M)			Bloom's Level	CO
21	Effectively designing and understanding the Products levels are very important for the success of any organization. Apply the concept to the hotel industry and substantiate your answer.	15 Marks	Applying	CO3
22	A firm must evaluate the various segments and decide how many and which one to target: a single segment, several segment, a specific product, a specific market, or the full market. Once the firms have identified its market segment opportunities, it has to decide how many and which one to target. Organise the patterns of target market selection.	15 Marks	Applying	CO4
23	Identify the influence of social science on buyer behavior studies. Substantiate with examples the determinants of all of them.	15 Marks	Applying	CO5