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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - December 2025

Date: 29 - 12- 2025

Time: 09:30am - 12:30pm

School: SOM-PG	Program: MBA		
Course Code: MBA4076	Course Name: Experiential Marketing		
Semester: III	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04	C05
Marks	25	25	25	25	

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 3 marks.

10Q x 3M=30M

1.	Identify at least five (5) alternative names of "Experiential Marketing".	3 Marks	L1	C01
2.	State any two benefits of Experiential Marketing.	3 Marks	L2	C01
3.	Identify the key concepts of Experiential Marketing.	3 Marks	L2	C01
4.	Explain the role of Design Thinking in creating immersive experiences.	3 Marks	L2	C01
5.	Recognize the key regions of the brain for marketers with respect to Neuromarketing.	3 Marks	L2	C01
6.	Describe the difference between Push and Pull approaches in marketing.	3 Marks	L2	C02
7.	If you were working for an e-commerce company, explain the actions to improve the customer lifetime value.	3 Marks	L2	C02
8.	List the best practices to encourage user generated content.	3 Marks	L2	C02
9.	Visuals are powerful tools for social media engagement. In light of this context, for better social media engagement, name the best practices for utilizing visuals for impact.	3 Marks	L2	C02

10.	Engaging with your audience is a crucial aspect of building relationships and increasing social media engagement. In light of this context, list the best practices for engaging with your audience.	3 Marks	L2	CO2
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Part B

Answer the Questions.

Total Marks 40M

11.	a.	Understanding the psychology of consumer behavior empowers marketers to design effective experiential marketing strategies that engage potential customers. In light of this context, describe with suitable examples, how emotions drive consumer decision making.	10 Marks	L1	CO1
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Or

12.	a.	You have been tasked to organize an event to promote your brand. Describe all the key elements to create and deliver a memorable event experience, with applicable examples.	10 Marks	L1	CO1
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13.	a.	Emotions play a crucial role in experiences. To understand its impact on the psychology of customers, illustrate the five pillars with suitable examples.	10 Marks	L2	CO2
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Or

14.	a.	In the era of sustainability awareness, it is important to pay attention to the impact on the environment as well. In light of this context, explain the ethical considerations regarding environmental impact in experiential marketing.	10 Marks	L2	CO2
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15.	a.	You are a marketing analyst at a luxury handbag company. In one financial year, your company sells 5,000 handbags to 3,500 customers, earning a total revenue of ₹15,00,000. Using this data, apply the concept of Customer Lifetime Value (CLV) to calculate the average CLV per customer per year.	10 Marks	L3	CO3
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Or

16.	a.	In a single year, you sell 5,000 pairs of shoes to 3,500 customers earning revenues of \$1,000,000. It costs an average of \$50 to make a pair of shoes. Calculate Gross Margin Customer Lifetime value per customer.	10 Marks	L3	CO3
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17.	a.	With the help of a diagram and suitable examples, discuss the transition of the traditional 4 Ps of Marketing to 4 Es in the Experiential Context.	10 Marks	L3	CO4
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Or					
18.	a.	As marketers delve into the realm of experiential marketing, it is crucial to consider the ethical implications of their strategies. In light of this context, using suitable examples, Illustrate the ethical considerations with respect to privacy and data collection.	10 Marks	L3	CO4

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	<p>Airbnb transformed traditional travel by emphasizing experiential stays rather than simple accommodation. Its campaign “Live There” encouraged travelers to experience cities like locals—living in neighborhood homes, shopping in local markets, attending community events, and participating in host-led experiences. Airbnb Experiences allowed hosts to conduct cooking classes, adventure tours, cultural walks, and art workshops.</p> <p>This shift repositioned Airbnb as a facilitator of authentic cultural immersion. By enabling guests to live, eat, and explore like residents, Airbnb created deeper emotional connections and differentiated itself from hotel chains. The personalized, community-driven nature of these experiences helped build trust and loyalty among travelers seeking meaningful journeys.</p> <p>Questions:</p> <ol style="list-style-type: none"> a. Describe the core idea behind Airbnb’s “Live There” campaign. b. Illustrate how Airbnb applies experiential marketing in customer touchpoints. c. Analyse how the strategy of Airbnb is differentiates from other traditional hotels. 	15 Marks	L3	CO3
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20.	a.	Starbucks has consistently used experiential marketing to position itself not merely as a coffee retailer but as a “third place” between home and work. Its stores are intentionally designed to create a warm, community-centric atmosphere with curated music, free Wi-Fi, comfortable seating, and ambient lighting. The company focuses on delivering a relaxing environment where customers can spend extended periods working, studying, or socializing. Starbucks enhanced this experience through its mobile app, offering mobile ordering, digital payments, loyalty points, and personalized drink recommendations. Small details such as writing customer names on cups add a personal touch and strengthen emotional connection. Together, these experiential elements build strong brand loyalty, encourage	15 Marks	L4	CO4
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repeat visits, and reinforce Starbucks' premium positioning worldwide.

Questions:

- a. Explain how Starbucks uses experiential marketing to enhance customer loyalty.
- b. Identify two experiential elements used by Starbucks and discuss their impact on brand perception.
- c. Discuss any two ethical considerations Starbucks must address when using customer data for personalized experiences.