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# PRESIDENCY UNIVERSITY

BENGALURU

## End - Term Examinations - December 2025

Date: 27- 12- 2025

Time: 09:30am - 12:30pm

<b>School:</b> SOM-PG	<b>Program:</b> MBA		
<b>Course Code:</b> MKT4111	<b>Course Name:</b> Marketing Management - Theories & Practices		
<b>Semester:</b> I	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04	C05
Marks	16	16	34	34	

### 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 3marks.

10Q x 3M=30M

1.	Name the bases of market segmentation for consumer markets.	3 Marks	L1	C01
2.	Recall the stages of the consumer buying decision process in correct order.	3 Marks	L1	C01
3.	Recall two major reasons for product line pruning.	3 Marks	L1	C02
4.	Outline the main functions of packaging in product strategy.	3 Marks	L1	C02
5.	State two major causes of channel conflict.	3 Marks	L1	C03
6.	Enumerate the functions performed by channel intermediaries.	3 Marks	L1	C03
7.	Classify the different channel levels used for consumer goods.	3 Marks	L1	C03
8.	List the elements of the promotion mix.	3 Marks	L1	C04
9.	Define Integrated Marketing Communication (IMC).	3 Marks	L1	C04
10.	Recall technologies applied to manage the consumer journey and experience.	3 Marks	L1	C04

## Part B

**Answer the Questions.**

**Total Marks 40M**

<b>11.</b>	<b>a.</b>	A business can integrate the 5 marketing management philosophies into a real-world decision scenario. Demonstrate.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>Or</b>					
<b>12.</b>	<b>a.</b>	Employ a marketing mix for a small bakery chain planning to expand into nearby cities.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>Or</b>					
<b>13.</b>	<b>a.</b>	Apply a new product development process for a company introducing an organic energy drink.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>					
<b>14.</b>	<b>a.</b>	Analyze Product Life Cycle strategies for a detergent brand entering the maturity stage.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>					
<b>15.</b>	<b>a.</b>	Marketing channels add value and create efficiency in the distribution of consumer goods. Investigate this in detail	<b>10 Marks</b>	<b>L3</b>	<b>CO3</b>
<b>Or</b>					
<b>16.</b>	<b>a.</b>	Apply channel design decisions to create an Omni channel distribution system for a retail brand entering e-commerce.	<b>10 Marks</b>	<b>L3</b>	<b>CO3</b>
<b>Or</b>					
<b>17.</b>	<b>a.</b>	Apply the steps in promotional planning to develop an advertising campaign for an educational app.	<b>10 Marks</b>	<b>L3</b>	<b>CO4</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Sales promotion techniques can be implemented to boost short-term sales of an FMCG product. Relate this with your experience.	<b>10 Marks</b>	<b>L3</b>	<b>CO4</b>

## Part C

**Answer all the Questions. Each question carries 15 marks**

**2Q x 15M=30M**

<b>19.</b>	<b>a.</b>	<p><b>Dynamic Pricing Dilemma: StayLux Hotels</b></p> <p>StayLux Hotels, a luxury hospitality chain, recently adopted AI-based dynamic pricing software to optimize room rates in real time. Prices fluctuated hourly based on demand, competitor rates, and event calendars. Initially, revenue spiked, but soon, customer backlash erupted. Regular guests complained that prices varied unpredictably, sometimes rising between searches on the same day. Travel influencers accused StayLux of “algorithmic exploitation,” harming brand perception. The sales</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO3</b>
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		<p>director argued that competitors like Marriott used similar systems successfully. However, the customer service department noted rising cancellations and declining loyalty. Meanwhile, the analytics team revealed that the algorithm prioritized short-term revenue over long-term retention. StayLux’s management must now decide whether to recalibrate pricing or revert to semi-fixed structures.</p> <p>1: Dynamic pricing affects both profitability and customer trust for StayLux Hotels. Analyse.</p> <p>2: Devise the strategies to achieve equilibrium between algorithmic optimization and perceived fairness.</p>			
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<b>20.</b>	<b>a.</b>	<p><b>The Ad Fatigue Problem: StreamFlix Media</b></p> <p>StreamFlix Media, a leading OTT platform, invested ₹200 crores in a massive digital ad campaign across YouTube, Instagram, and mobile apps. Initial sign-ups surged, but within two months, user acquisition plateaued while ad engagement dropped sharply. Data showed that audiences were skipping ads and blocking pop-ups. Marketing analysts called it “ad fatigue,” caused by repetitive creative elements and excessive frequency. Competitors like Disney+ Hotstar used storytelling-driven ads and influencer collaborations to maintain freshness. StreamFlix’s leadership debated whether to reduce ad spend or redesign its creative strategy. Meanwhile, performance marketers insisted that algorithmic retargeting still worked for high-frequency impressions.</p> <p>1: Analyze the causes and consequences of ad fatigue in StreamFlix’s promotional strategy.</p> <p>1: Examine the campaign design and frequency management to revive audience engagement.</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO4</b>
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