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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 11/03/2026**

**Time: 02:00 PM - 03:30 PM**

**Course Code: BBL2005**

**Course Name: Marketing Management**

**Semester: Second Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2	CO3
Marks	56	12	22

### PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Distinguish between market share and market growth.	2	CO1	BT2
2	Explain the idea underlying the product concept.	2	CO2	BT2
3	Outline any two features of the marketing environment.	2	CO1	BT2
4	Identify the entities referred to as market intermediaries.	2	CO3	BT2
5	State the expanded form of PESTL.	2	CO1	BT2

### PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain how products are classified into different categories and interpret the basis on which such classification is made in marketing.	10	CO1	BT2
7	A company plans to expand its operations through digital platforms while also adopting environmentally responsible practices. Explain the concepts of E-marketing, E-business, Green Marketing, and Green Marketing Myopia in this context.	10	CO1	BT2

### PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
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8	Explain how products can be viewed at different levels and interpret the significance of each level in shaping consumer perception and marketing strategy.	10	CO3	BT2
9	Explain the distinction between marketing and selling, highlighting how each approach differs in terms of understanding consumer needs, targeting different types of consumers, and influencing buying behavior.	10	CO2	BT2

**PART-D: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	Explain the concept of pricing and interpret the various internal and external factors that influence a company's pricing decisions in the market.	10	CO3	BT2
11	A company wants to successfully plan, implement, and control its marketing activities to achieve business objectives. Explain the steps involved in the marketing management process and interpret how each step contributes to effective decision-making.	10	CO1	BT2

**PART-E: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
12	Analyze the various roles performed by marketing in an organization and interpret how each function contributes to creating value for customers and achieving business objectives.	10	CO1	BT2
13	A technology company recently launched a wearable health device targeting fitness enthusiasts. Initially, the product received a strong response, but after six months, sales started declining due to newer competitors entering the market with advanced features. The management is now debating whether to invest in product upgrades, reduce prices, or gradually withdraw the product .Analyze the situation using the Product Life Cycle concept.	10	CO1	BT2