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Bengaluru

Even Semester End Term Examination, May / June 2026		
Date: 20/05/2026		**Time: 09.30 AM - 12.30 PM**
Course Code: BBL2005	**Course Name: Marketing Management**	
Semester: Second Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	36	36	36	36	36

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Marketing.	2	CO1	BT1
2	Give the meaning of E-Business.	2	CO1	BT1
3	What do you mean by Marketing environment?	2	CO2	BT1
4	Expand BCG Matrix.	2	CO2	BT1
5	Define Product.	2	CO3	BT1
6	Give the meaning of specialty products.	2	CO3	BT1
7	Give the meaning of perpetual mapping.	2	CO4	BT1
8	What is meant by User-Based positioning.	2	CO4	BT1
9	Define Consumer Behavior.	2	CO5	BT1
10	What do you mean by Pareto Principle?	2	CO5	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	The Swachh Bharat Abhiyan campaign used mass media, celebrity endorsements, and community participation to promote cleanliness and sanitation across India. Question: Evaluate the effectiveness of social marketing strategies used in the Swachh Bharat campaign. How did advertising and public engagement contribute to behavioural change?	6	CO1	BT2

11.b	A retail brand shifted from traditional advertising to using social media influencers, personalized email campaigns, AI-based product recommendations, and eco-friendly packaging to connect with modern consumers. The company also actively engages customers through mobile apps and real-time feedback systems. Question: 1. Analyze the marketing approach adopted by the company. 2. What contemporary marketing practices can be identified from this scenario?	10	CO1	BT2
12.a	Explain the marketing management process.	6	CO1	BT2
12.b	A newly opened clothing store is struggling to attract customers and increase sales. The owner decides to improve product variety, set competitive prices, promote through social media, and ensure products are available both in-store and online. Explain the functions of marketing applied in this situation.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	Explain the various components of Value chain analysis.	6	CO2	BT2
13.b	“Sweet Crumbs” is a small neighbourhood bakery located in a busy urban area. The bakery is known for its fresh cakes and pastries. Recently, the owner has noticed a decline in daily sales despite maintaining product quality. On closer observation, the following factors were identified: • A new competing bakery has opened nearby offering lower prices • Suppliers have increased the cost of raw materials like flour and butter • Customers are shifting towards healthier options such as sugar-free and vegan products • Delivery apps are demanding higher commission charges • Employees are leaving frequently, affecting service quality • Question • 1. Analyse the micro environment factors affecting “Sweet Crumbs.” • 2. Suggest how the business can respond to these challenges.	10	CO2	BT2
14.a	Discuss the Ansoff Metrix & Explain its strategies.	6	CO2	BT2
14.b	Netflix revolutionized digital entertainment through its subscription-based platform. However, the company now faces tough competition from rivals such as Disney+, Amazon Prime Video, and JioHotstar. Customers can easily switch between platforms, and the cost of acquiring exclusive content is rising.	10	CO2	BT2

	Question Apply Michael Porter's Five Forces Model to evaluate the challenges and opportunities faced by Netflix in the online streaming market.			

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the 5 M's of Advertisement.	6	CO3	BT2
15.b	Zomato is promoting its new membership plan using Instagram ads, influencer collaborations, discount coupons, email alerts, and press coverage at the same time. Question: 1. Identify concept of the promotion mix is being applied here. 2. Explain how this integrated use of promotional tools helps in achieving marketing objectives.	10	CO3	BT2
16.a	A diversified company, Tata Group, manufactures and sells a wide range of products including packaged salt, passenger cars, steel, software services, and industrial machinery. Recently, the management noticed confusion among new marketing trainees in distinguishing between consumer goods and industrial goods, especially when some products appear to serve dual purposes. For instance: • Packaged salt is sold directly to households as well as to food processing units • Steel is used by construction companies but also indirectly reaches end consumers • Software solutions are offered to businesses as well as individual users. Task: Explain how the products of Tata Group can be classified into consumer goods and industrial goods. Clearly demonstrate your understanding by distinguishing the categories based on purpose of use, buyer type, and buying behavior, and explain why certain products may fall into both categories.	6	CO3	BT2
16.b	Discuss the stages of Product life cycle.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Apple is planning to launch a new smartphone in a highly competitive market dominated by brands like Samsung and OnePlus. The company wants to clearly position its product to stand out and appeal to different customer segments. The marketing team is considering multiple positioning approaches	6	CO4	BT3

PTO (Please Turn Over)

	such as: • Highlighting premium quality and innovation • Focusing on high price to signal exclusivity • Emphasizing superior camera and performance • Targeting professionals and creators • Showcasing lifestyle and brand image • Comparing with competitor features • Stressing product usage (content creation, gaming, etc.) • Associating with status and prestige Question: 1. What is positioning in marketing? 2. Identify and explain any 8 types of positioning strategies that Apple can use in this scenario. 3. Suggest the most suitable positioning strategy for the new product and justify your answer.			
17.b	What do you mean by Brand positioning errors. and Explain its types.	10	CO4	BT3
18.a	Discuss the concept of Targeting and Mention its types.	6	CO4	BT3
18.b	Nike is launching a new line of fitness apparel in India. The company has identified diverse customer groups such as: • Urban youth focused on fitness trends and style • Professional athletes seeking high-performance gear • Middle-income consumers looking for affordable options • Casual users who purchase sportswear occasionally Nike wants to design different marketing strategies and product offerings for each segment to maximize market reach and profitability. Question: Explain how Nike can use the four types of market segmentation	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
19.a	State the difference between Customer loyalty and customer life time value.	6	CO5	BT3
19.b	Emirates, one of the world’s leading airlines, has invested heavily in Customer Relationship Management (CRM) to enhance passenger experience and build long-term loyalty. Through its Skywards loyalty program, the airline collects data on customer travel history, preferences, spending patterns, and feedback.	10	CO5	BT3

PTO (Please Turn Over)

	Using this data, Emirates personalizes services such as: • Customized in-flight experiences (meal preferences, seating choices) • Targeted promotions and upgrade offer • Priority services for frequent flyers However, with increasing competition from airlines like Qatar Airways and Singapore Airlines, customers now expect even more personalized and seamless digital experiences. Recently, some passengers have complained about inconsistent service quality across routes and delays in resolving complaints, impacting overall satisfaction. Questions: 1. Analyse how Emirates is using CRM to enhance customer loyalty. 2. Identify the gaps in its current CRM strategy based on the case. 3. Suggest two CRM-driven solutions to improve customer satisfaction and retention.			
20.a	Explain the concept of CRM and State it’s scope.	6	CO5	BT3
20.b	In 2024–2025, quick commerce platforms like Blinkit and Zepto became highly popular in urban India. Consumers initially used these apps for emergency purchases, but gradually started ordering non-essential items like snacks, desserts, and beverages. The major reason behind this shift was the promise of 10–15-minute delivery, which encouraged instant buying. Consumers preferred convenience and speed over price, leading to more impulse purchases and reduced planning in shopping behaviour. Questions: 1. What factors influenced consumers to shift from planned to impulse buying? 2. How did quick commerce platforms change traditional shopping habits?	10	CO5	BT3