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PRESIDENCY UNIVERSITY
BENGALURU

Mid - Term Examinations – December 2025

Date: 08 -12- 2025

Time: 02:00pm – 03:030pm

School: SOM-PG	Program: MBA	
Course Code: MKT4111	Course Name: Marketing Management – Theories & Practices	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	34	16			

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.

5Q x 3M=15 Marks

1	Define Marketing and its key elements.	3 Marks	L1	C01
2	Differentiate between Needs, Wants, and Demands with one example each.	3 Marks	L1	C01
3	List the five Marketing Management Philosophies	3 Marks	L1	C01
4	Define Core and generic product with an example.	3 Marks	L1	C02
5	Recall Unsought goods and Speciality goods with an example.	3 Marks	L1	C02

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	A company plans to launch a new line of eco-friendly footwear targeting urban millennials. As a marketing consultant, apply the STP (Segmentation, Targeting, and Positioning) framework to develop a marketing plan for the company.	10 Marks	L3	C01
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