



PRESIDENCY UNIVERSITY

BENGALURU

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Mid - Term Examinations - JANUARY-FEBRUARY 2025

Date: 08- 02- 2025

Time: 02:00 pm – 03:30 pm

School: SOM-PG	Program: MBA	
Course Code: MBA1020	Course Name: Marketing Management	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	50	-	-	-	-

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 “wants” and underline the differences between wants and demands.	3 Marks	L1	CO1
2	Define Segmentation and list out the various ways of segmenting markets.	3 Marks	L1	CO1
3	“Businesses integrate the marketing mix elements to create a cohesive marketing strategy”. Outline them.	3 Marks	L1	CO1
4	List the elements 4Ps of marketing to the 4 Cs.	3 Marks	L1	CO1
5	Define Positioning and describe any 2 types of positioning methods you know.	3 Marks	L1	CO1

Part- B

Answer all the Questions

2Qx10M = 20 Marks

6.	Describe the current marketing practices that are addressing the various stages of the buying decision process for high involvement products.	10 Marks	L2	C01
Or				
7.	Describe any five differences between Sales and Marketing	10 Marks	L2	C01
8.	In marketing, needs, wants, and demands are concepts that help businesses understand and meet customer needs. Understanding the needs and wants of consumers is important for creating effective marketing campaigns. Describe the different types of needs quoting suitable examples.	10 Marks	L2	C01
Or				
9.	Marketing philosophies are the tactics that firms employ to discover and address client wants. Various firms utilize different marketing philosophies depending on their needs and consumer base. Write about the 5 philosophies of marketing and the role of Managers practising that philosophy.	10 Marks	L2	C01

Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Case: Anil Electronics</p> <p>Anil Electronics is a well-established brand in the consumer electronics market, known for its high-quality smartphones. However, in recent years, the market has become increasingly competitive, with newer brands entering the market offering similar products at lower prices. Anil Electronics has noticed a slight decline in market share, especially among younger consumers. To address this challenge, the company is considering repositioning its brand and products to better appeal to its target market.</p> <p><u>Case Questions:</u></p> <p>1. How should Anil Electronics position its brand to differentiate it from competitors?</p> <p>2. What marketing strategies can be employed to communicate this new positioning effectively?</p>	15 Marks	L3	C01
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******* BEST WISHES *******