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PRESIDENCY UNIVERSITY BENGALURU

School of Management

Mid-Term Examinations - March 2024

Odd Semester: I MBA BATCH 2023

Course Code: MBA 2035

Course Name: SALES AND MARKETING MANAGEMENT

Department: SOM

Date: 13 /03/2024

Time: 2.00–03.30 pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
 - (ii) Do not write any information on the question paper other than roll number.
 - (iii) Scientific and non-programmable calculators are permitted.
 - (iv) Question paper consists of 3 parts.
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PART A

Answer all the Questions. Each question carries 2 marks.

(6Qx 2M= 12M)

1. A need is a desire that causes a customer to buy a product. It is a state of felt deprivation
Describe the different types of needs you know
2. A company's marketing environment consists of the actors and forces outside of marketing that affect marketing management's ability to develop and maintain successful transactions with its target consumers. List the factors that constitute of the macro environment.
3. Understanding the behaviour of the consumers in the market place is the most essential part of any Company's success. In the light of this content define consumer behavior.
4. If a steady stream of new products is the key to continued success, then specialized organization is the answer to the question of how to make the most of them. Outline your understanding of a New Product.
5. The PLC Concept shares that just as humans have a life cycle, products also pass through the various stages before being called off from the market shelf. Outline / draw the PLC showing its various stages.
6. Pricing sets the value a manufacturer receives for goods and services. The producer's goods are priced to suit both the manufacturer and the buyer. Outline the 5 C's framework of pricing decisions.

PART B

Answer all the Questions. Each question carries 10 marks.

(3Qx 8M= 24M)

7. Product classifications are based on normal customer behaviour while purchasing each product category; this helps markets target the right audience with the right campaigns to meet their specific needs and maximize sales. Classify the consumer goods and Industrial goods.
8. Planning for new products is at the heart of competitive strategy; they are the starting point for over-all market leadership and success. Of course, top management cannot carry out such a responsibility by itself. Discuss in detail the various steps in the New Product Development process.
9. Companies frequently increase their offers by adding to current product lines, as customers are more inclined to buy from brands with which they are already familiar. Choose any FMCG Company of your choice list out its various products, explain and indicate its product line - length, width, depth and consistency

PART C

Answer the following Questions.

(1Qx 14M= 14M)

10. You are a marketing consultant hired by a new eco-friendly clothing brand called "Green Threads". The brand specializes in sustainable and ethically sourced apparel made from recycled materials. "Green Threads" wants to expand its market reach and increase its customer base. As a consultant, you need to analyze various market segments, identify the basis of segmentation, suggest targeting strategies, and develop a positioning concept to help the brand stand out in the competitive market.

Questions

- a) How do targeting strategies differ for a niche market compared to a mass market? (4 marks)
- b) Develop a comprehensive marketing plan for "Green Threads" that incorporates segmentation, targeting, and positioning strategies. (10 marks)