Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

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

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: CBS1018 **Course Name:** Introduction to Marketing

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	92	88

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Identify the core marketing concepts.	2	CO1	BT2
2	Define Marketing Management.	2	CO1	BT2
3	Name the different marketing orientations.	2	CO1	BT2
4	State the meaning of Product in marketing.	2	CO2	BT2
5	Mention the five levels of a product.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Apply the core marketing concepts to a real-world business situation and explain how they help a company satisfy customer needs.	10	CO1	BT3
7	Apply different marketing orientations to a suitable business situation and explain their approach towards customers and markets.	10	CO1	BT3

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Demonstrate how cultural, social, personal, and psychological factors influence the purchase of a new product.	10	CO1	BT3
9	Utilize the 4Ps of marketing to develop a marketing strategy for a newly launched product.	10	CO1	BT3

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Develop the five product levels for a product of your choice and explain each level with suitable examples.	10	CO2	BT3
11	Utilize the classification of consumer and industrial goods to categorize suitable products offered by a retail or manufacturing company.	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

12	Apply the dimensions of product mix to a company offering multiple product lines and explain its width, length, depth and consistency.	10	CO2	BT3
13	Explain the different stages involved in the New Product Development (NPD) process.	10	CO2	BT2