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PRESIDENCY UNIVERSITY

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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: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: BBA2005 **Course Name:** Marketing Management

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

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Mention any four features of market.	2	CO1	BT1
2	What is green marketing myopia?	2	CO1	BT1
3	State two differences between sales and selling	2	CO1	BT1
4	Mention the elements of internal environment of marketing	2	CO2	BT2
5	What are the components of BCG Matrix.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Describe the attributes of social marketing and discuss its advantages and disadvantages for a business, using a suitable example.	10	CO1	BT3
7	Illustrate how do business sector carry out the functions of marketing.	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Briefly describe the process involved in marketing of a product or services.	10	CO1	BT3
9	Explain the contemporary marketing practices post-COVID.	10	CO1	BT3

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Explain BCG and ANSOFF Matrix with suitable examples.	10	CO2	BT3
11	Explain the various macro business environment factors that business must consider for conducting their business.	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
12	Analyse the Value chain analysis with suitable examples	10	CO2	BT3
13	Elaborate briefly the marketing environment that affects the working of a business. Provide illustration.	10	CO2	BT3