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PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18

Course: **MKT 101 MARKETING MANAGEMENT**

29 DEC 2017

Instructions:

- i.** Write legibly
 - ii.** Draw diagrams for required questions.
 - iii.** Answer all the questions.
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PART A

[10 Q x 2 M= 20 Marks]

1. What is an augmented product?
2. What is demographic segmentation?
3. Price skimming Vs penetration pricing.
4. In pricing who are loss leaders?
5. Push Strategy Vs Pull Strategy.
6. What is channel conflict?
7. What is IMC?
8. Publicity Vs WoM
9. What are the three additional 'P's of service marketing?
10. What is international marketing?

PART B

[8 Q x 5 M= 40 Marks]

11. Is the market segmentation for Google Pixel 2 priced at Rs.49, 490/- and Lava Atom 2 mobile phone priced at Rs.4, 949/- is same or different? Justify your answer.
12. With the help of PLC explain how style, fashion and fad are different.
13. What are the risks associated with promotional pricing?
14. Explain the steps in setting up the price.
15. According to shared article to you "*Impact of e-tailing on brick and mortar retail in India*" what are the growth drivers and challenges to e-tail penetration in India?

16. Give two examples each for traditional media, non-traditional media, digital media and silent communicators.
17. Explain any five differences between product marketing and services marketing.
18. Explain the importance of international marketing.

PART C

[4 Q x 10 M= 40 Marks]

19. Taskbob, Shopo, Stayzilla, at the start of 2017, the industry might have looked upon these names with pride owing to the expertise and the investor's interest behind these Indian startups. But even the million dollar funding and years of strategic planning could not help them avoid their demise in 2017. The start shutdowns list of 2017 further added smaller yet popular Indian startups like Prophesee, Cardback and more, who raised decent funding and garnered consumer interest but were still not able to survive.

Assume you are going to start a startup business in 2018. Explain the process you follow for your new start up business idea. You can explain assuming any product or service of your choice.

20. "Any firm looks for a set of prices that maximizes profits on the total product mix." Explain five product mix pricing situations with suitable example.
21. Situation when a producer or supplier bypasses the normal channel of distribution and sells directly to the end user. Selling over the internet while maintaining a physical distribution network is an example of channel conflict. As a management consultant you have to suggest three solutions to avoid channel conflict which are as follows
 - i) Do not sell over the internet
 - ii) Completely sell through traditional distribution.
 - iii) Sell over internet as well as traditional distribution.

As a consultant how you explain and convince all the above three solutions to a firm. Make assumptions if required.

22. Do you think that all the communication tools used in promotion mix are paid and impersonal? Justify your answer.



PRESIDENCY UNIVERSITY, BENGALURU

SCHOOL OF MANAGEMENT

Max Marks: 60

Max Time: 2 hrs

Weightage: 20 %

MID TERM EXAMINATION

I Semester AY 2017-2018 Course: **MKT 101 Marketing Management**

13 November 2017
9:30 to 11:30 AM

Instructions:

- i. Write legibly
 - ii. Draw diagrams for required questions
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Part A

(5Q x 2M= 10 Marks)

1. What is marketing mix?
2. What is marketing?
3. What are the four dimensions of holistic marketing?
4. Give examples of any two customer markets.
5. What is customer value triad?

Part B

(3 Q x 10M= 30 Marks)

6. We can say with some confidence that the marketplace isn't what it used to be. It is dramatically different from what it was even ten years ago. Write and explain any five societal forces which have created new marketing behaviors, opportunities and challenges? [10M]
7. How 5Cs & 4Ps framework explained with respect to Presidency University. (Make assumptions if required. Refrain from detailed explanation) [10M]
8. a. Explain how the internal marketing is different from integrated marketing. [4 M]
b. Are information, experience and properties are marketable? If Yes/No support your answer with suitable examples. [6M]

Part C

(1Q x 20M= 20 Marks)

9. Marketing has often been defined in terms of satisfying customers' needs and wants. Critics, however, maintain that marketing goes beyond that and creates needs and wants that did not exist before. They feel marketers encourage consumers to spend more money than they should on goods and services they do not really need.

Do you **agree/disagree/neither agree nor disagree** on the above critics' opinion? Support your answer applying the marketing concepts with suitable examples.