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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE**

**TEST – 1**

**Winter Semester:** 2021 - 22

**Course Code:** COM 404

**Course Name:** Marketing Management

**Program & Sem:** B.Com/ B.Com (Honors) & III Sem

**Date:** 26-04-2022

**Time:** 03:00 PM – 04:00 PM

**Max Marks:** 30

**Weightage:** 15%

**Instructions:**

- (i) *Read the question carefully and answer all the questions*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries 1 mark**

**(10Qx1M=10M)**

- Marketing is the activity, set of \_\_\_\_\_ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society. (CO 1, Knowledge)
- Today, marketing must be understood in a new sense that can be characterized as \_\_\_\_\_ (CO 1, Knowledge)
  - Get there first with the least.
  - Management of youth demand.
  - Satisfying customer needs.
  - Telling and selling.
- Marketing starts and ends with \_\_\_\_\_ (CO 1, Knowledge)
- Match the following concepts: (04 Marks) (CO 1, Knowledge)

<b>Marketing Mix</b>	<b>4 As of Marketing</b>
A. Product	I. Affordability
B. Price	II. Acceptability
C. Place	III. Awareness
D. Promotion	IV. Accessibility

- Mr. Akhil has an awareness that Cigarette smoking can cause cancer almost anywhere in the body. Cigarette smoking causes cancer of the mouth and throat, esophagus, stomach, colon, rectum, liver, pancreas, voice-box (larynx), trachea, bronchus, kidney and renal pelvis, urinary bladder, and cervix, and causes acute myeloid leukemia. Even then, he smokes 5 cigarettes every day. This is a classic example of \_\_\_\_\_ demand. (CO 1, Knowledge)
- \_\_\_\_\_ concept holds that consumers prefer products that are widely available and inexpensive. (CO 1, Knowledge)

7. Mr. A has reserved a resort on his holiday. The suite in the resort has fresh bedspreads, aromatic candles, working electronics like a TV, kettle, small fridge, AC. This is example of \_\_\_\_\_ (CO 2, Comprehension)
- A. Basic product  
B. Expected product  
C. Augmented product  
D. Potential product

### **Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries 5 marks.**

**(2Qx5M=10M)**

8. Marketers market 10 main types of marketing entities. Discuss each entity with suitable examples. (CO 1, Comprehension)
9. Ms. Betty wants to buy a phone. Explain various product levels a marketer can provide to a prospective customer in relation to a phone. (CO 2, Comprehension)

### **Part C [Problem Solving Questions]**

**Compulsory Question. The Question carries 10 marks.**

**(1Qx10M=10M)**

10. Mr. Raghu is contemplating to manufacture and market Eco-friendly no-fuel bicycles. His business plan is to sell or give on rent these bicycles to the prospective customers. Explain the marketing mix elements to him in relation to his business. (CO 1, Comprehension)

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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE**

**TEST – 2**

**Winter Semester:** 2021-22

**Course Code:** COM 404

**Course Name:** Marketing Management

**Program & Sem:** B.Com/ B.Com (Honors) & IV sem

**Date:** 1<sup>st</sup> June 2022

**Time:** 03:00 PM – 04:00 PM

**Max Marks:** 30

**Weightage:** 15%

**Instructions:**

(ii) *Read the question carefully and answer all the questions*

**Part A [Memory Recall Questions]**

**Answer all the 10 Questions. Each Question carries ONE mark (10Qx1M=10M)**

11. Consumers usually buy \_\_\_\_\_ goods frequently, immediately and with minimal efforts.  
A. Shopping      B. Convenience      C. Supplies      D. Unsought (CO 2, Knowledge)
12. One of the following category does NOT belong to Industrial goods. (CO 2, Knowledge)  
A. Capital Items      B. Supplies      C. Specialty      D. Materials
13. Average length of a product line is equal to \_\_\_\_\_ (CO 2, Knowledge)
14. Match the following concepts: (04 Marks) (CO 2, Knowledge)

<b>Marketing Mix</b>	<b>4 As of Marketing</b>
E. Product width	V. How closely are various product lines related
F. Product length	VI. Different variants of each product
G. Product depth	VII. Different product lines a company carries
H. Consistency	VIII. Total number of items

15. \_\_\_\_\_ Pricing is reengineering the company's operations to become a low-cost producer without sacrificing quality, to attract a large number of value conscious customers. (CO 2, Knowledge)
16. Museums charging a lower admission fee to students and senior citizens is a classic example of \_\_\_\_\_ pricing. (CO 2, Knowledge)
17. \_\_\_\_\_ strategy uses advertising, promotion, and other forms of communication to persuade consumers to demand the product from intermediaries, thus inducing the intermediaries to order it. (CO 2, Knowledge)

## Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries FIVE marks.

(2Qx5M=10M)

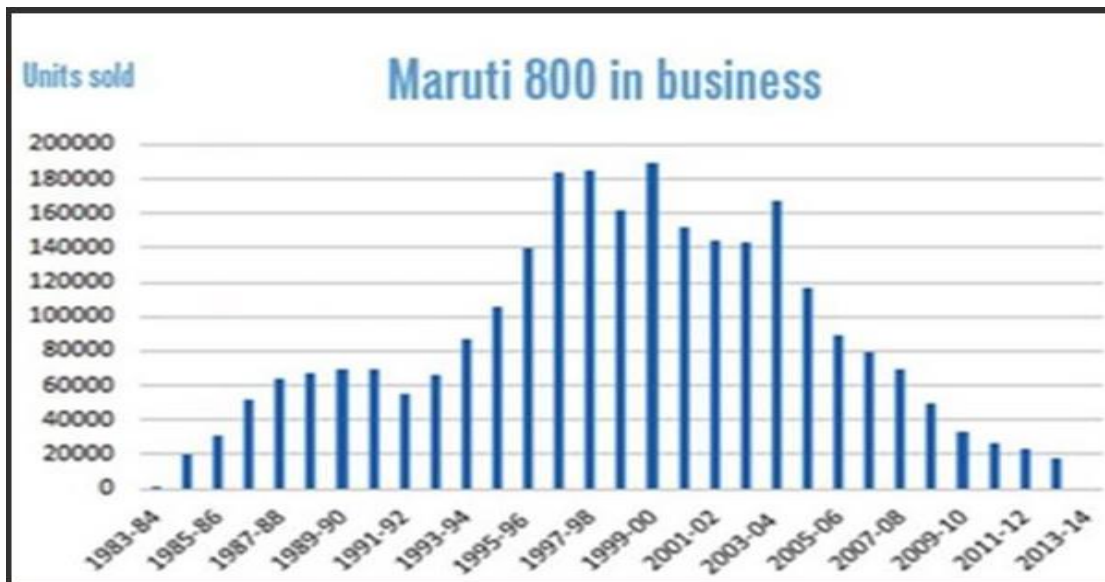
18. Marketers market various offerings and each of the offering is at various levels of product life cycle. Illustrate various PLCs with neat diagram and mention suitable examples. (CO 2, Application)
19. Mr. Aron wants to buy two wheeler insurance policy. Explain how the product hierarchy stretches the basic needs of a consumer to a particular product or service based on two wheeler insurance policy. (CO 2, Comprehension)

## Part C [Problem Solving Questions]

Answer the Question. The Question carries TEN marks.

(1Qx10M=10M)

20. Given below is the product life cycle of Maruti 800. Explain various stages of Product Life cycle. Identify various products/ services which belong to each of the stage of a typical product life cycle. (CO 2, Comprehension)





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BENGALURU  
SCHOOL OF COMMERCE  
END TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** COM 404

**Course Name:** Marketing Management

**Program & Sem:** B. Com (Professional and Honors)/ IV Sem

**Date:** 30<sup>th</sup> June 2022

**Time:** 01:00 to 04:00 PM

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

(iii) Read the all questions carefully and answer accordingly.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries THREE marks. (10Qx 3M= 30M)**

- Every offering can be converted into satisfying a need and a want. Manisha is hungry and she has ordered Cheese Dominator loaded with 1 pound of Mozzarella Cheese and gooey liquid cheese on a classic large pizza topped with herb sprinkle. Identify the need and want. (CO 1, Knowledge)
- Marketers seek to influence the level, timing, and composition of demand to meet the organization’s objectives. List out any 6 demand states that are possible in marketing. (CO 1, Knowledge)
- Recall the 10 main types of entities that can be offered by the marketer. (CO 1, Knowledge)
- A cinema theater varies its seat prices according to audience preferences for different locations is a classic example of \_\_\_\_\_ pricing. (CO 2, Knowledge)
- In a marketing scenario, final customer can purchase the product directly from the manufacturer. Identify the channel level. (CO 2, Comprehension)
- Match the following: (CO 3, Knowledge)

Bases of Segmentation	Examples
1. Geographic	A. Hard core loyals and Switchers
2. Behavioral	B. Values, Attitudes and Lifestyles
3. Psychographic	C. Asia market: India and China

- Louis Vuitton claims themselves to be a French luxury fashion house offers products ranging from shoes, watches, jewelry, sunglasses and books. This is \_\_\_\_\_. (CO 3, Knowledge)  
 A. Segmentation      B. Targeting      C. Positioning      D. Repositioning

- Match the following: (CO 4, Knowledge)
- |                         |                 |
|-------------------------|-----------------|
| <b>Reference Groups</b> | <b>Includes</b> |
|-------------------------|-----------------|

1. Primary group	A. Religious groups
2. Secondary group	B. Film stars
3. Aspirational group	C. Friends and family

9. Draw a payment flow in a typical distribution channel. (CO 2, Knowledge)
10. Men preference of strong deodorants and woman preference of mild and alluring fragrance in deodorants is \_\_\_\_\_ segmentation. (CO 1, Knowledge)
- A. Geographic                      B. Demographic      C. Psychographic      D. Behavioural

### Part B [Thought Provoking Questions]

**Answer all the Questions. Each question carries EIGHT marks.**  
**(5Qx8M=40M)**

11. Consumer behavior is influenced by many different factors. A marketer should try to understand the factors that influence consumer behavior. Summarize the factors influencing consumer behavior. (CO 4, Comprehension)
12. Summarize the Product mix of a company of your choice. (CO 2, Comprehension)
13. A successful positioning strategy can help companies become an authority in their field, distinguish themselves from competitors for better brand recognition, or even create new markets by identifying unmet needs among consumers. Discuss various positioning strategies with suitable examples. (CO 3, Comprehension)
14. Consumer behaviour is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and reality of consumer behaviour. Explain the five stage model of buying decision process with neat diagram. (CO 3, Comprehension)
15. Coca-Cola's mass-marketing strategy is a single drink production for the whole market. Its mass marketing campaign has proved to be very effective and successful over time. Identify the disadvantages of mass marketing. (CO 3, Comprehension)

### Part C [Problem Solving Questions]

**Answer both the Questions. Each question carries FIFTEEN marks.**  
**(2Qx15M=30M)**

16. Internet Explorer 11 (IE11) is the eleventh, final, and now ended version of the Internet Explorer web browser. It was released by Microsoft on October 17, 2013. IE11 was included in the release of Windows 8.1 and Windows Server 2012 R2 on October 17, 2013, and was released for Windows 7 and Windows Server 2008 R2 on November 7, 2013. It is the successor to Internet Explorer 10, released the previous year, and was the original, default browser in Windows 8.1 and Windows Server 2012 R2, before Microsoft Edge was introduced.
- a. Discuss various Product Life cycles. (7 M, CO 2, Comprehension)
- b. Discuss the characteristics of each stage of typical bell shaped PLC.

17. Pricing strategies account for many objectives like revenue goals, marketing objectives, target audience, brand positioning, and product attributes. They're also influenced by external factors like consumer demand, competitor pricing, and overall market and economic trends. Discuss various pricing strategies. (CO 2, Comprehension)