

Presidency University, Bengaluru
School of Law

II Semester 2015-2016 Comprehensive Course: **BL A 102** **Principles of Marketing**
(Closed Book)

Max Marks: 80 Max Time: 3 Hours Weightage: 40 % 29 April 2016 **Set A**

Part A

2X10 Marks= 20 Marks

1. Define Marketing
2. Differentiate between Needs and Wants?
3. Define Market Segmentation?
4. What is known as Positioning?
5. Define Market Intermediaries?
6. What is meant by E-Procurement?
7. What do you mean by Target Market?
8. Define Brand?
9. Define Consumer Value based Pricing?
10. What is meant by Marketing Channel

Part B

5X6 Marks= 30 Marks

1. Critically evaluate the Marketing Management Orientations?
2. What is Strategic Planning? What are the four steps used by organizations for Marketing?
3. Identify four characteristics that affect the marketing of services?
4. Explain the four characteristics affecting consumer behaviour?
5. Define Business Market? Explain how Business Market differs from Consumer Market?
6. What is meant by Promotion Mix?

Part C

2X15 Marks =30 Marks

1. What is retailing? Explain the role of retailers in the distribution channel? Give examples of two different types of retailers?
2. Compare the Institutional and Government markets and explain with examples how institutional and governmental buyers making their buying decision?

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Test 1

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Max Marks: 30

Max Time: 50 Min

Weightage: 15 %

21 March 2016

Set A

Q 1. Answer the following in short

(5Q x 1M=5M)

1. Differentiate between Wants and Demands?
2. Differentiate between Target Market, Positioning and Segmentation?
3. What are the four P's of Marketing?
4. What do you mean by Business Market?
5. Differentiate between Marketspaces and Marketplaces?

Q 2. Briefly answer the following

(3Q x 5M = 15M)

1. Evaluate the evolution of marketing concept?
2. How is strategic Planning carried out at different levels of the organization?
3. Evaluate the strategic formulation of marketing defined by Michael Porter?

Q 3 . Evaluate the concept of Holistic Marketing?

(10 M)

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Test 1

Course: **BBL A 102 Principles of Marketing**
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Max Marks: 30

Max Time: 50 Min

Weightage: 15 %

12/4/16
21 March 2016

Set B

Q 1. Answer the following in short

(5Q x 1M=5M)

1. Define Marketing?
2. Name four types of entities which is marketed?
3. Why is marketing important?
4. Innovation important in marketing. Give an example?
5. What is Relationship Marketing?

Q 2. Briefly answer the following

(3Q x 5M = 15M)

1. What are the new avenues of marketing that enhances companies in Marketing?
2. What are the new marketing realities?
3. What do you mean by Value Chain? What are the primary and supportive activities of value chain?

Q 3 Nokia faced various challenges while creating low cost phones for the illiterate poor in the emerging markets. Through ethnographic and long-term user research in India, Nepal, and China. Nokia came up with an icon-based menu that allowed illiterate users to navigate without trouble. Also, these phones had to be more durable since they were among the most expensive products in the house hold. Some other features were introduced after feedback- increased resistance to moisture so the phones could be used in humid conditions and screens legible even in the bright sunlight.

- a) Evaluate the concept of Marketing Information system with reference the context in this case? **3 Marks**
- b) Critically evaluate the necessity for a market research before launching of a product? **4 Marks**
- c) What do you mean by Market Intelligence system? **3 Marks**