



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: BBA 2005

Course Name: Marketing Management

Program & Sem: BBA 4.0 /II

Date: 10/May/2022

Time: 01:30PM – 03:00PM

Max Marks: 50

Weightage: 25%

Instructions:

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

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE Mark (10Qx1M=10M)

1. It is primary responsibility of the company to focus on environmental sustainability. Describe marketing practice that emphasizes on environment sustainability with an example (C.O.No.1) [Knowledge]
2. Digital media has had its impact on various functionalities of business including marketing. Identify three types of E marketing practices. (C.O.No.1) [Knowledge]
3. Having focus on one aspect of business is good but the company should ensure that other practices of the company should not be over shadowed due to it. Identify a marketing practices that talks about the above mentioned problem with an example. (C.O.No.1) [Knowledge]
4. It is the responsibility of the company to engage in social awareness activity as it is the customer who are a part of general public they get their business from. Describe two social marketing campaign initiatives taken by companies. (C.O.No.1) [Knowledge]
5. Social marketing and societal marketing may have few common focus areas but they do not mean the same. Describe one key difference between Social marketing and societal marketing. (C.O.No.1) [Knowledge]
6. Star in BCG Matrix indicates (C.O.No.2) [Knowledge]
 - a. High market demand
 - b. High Market Share
 - c. Product with good sales
 - d. All the above

7. A product is called as a substitute to a business when they have
(C.O.No.2) [Knowledge]
- Similar features
 - Similar price
 - Ability to replace a product with similar experience
 - None of the above
8. A product that comes in the purview of dog, it is advisable for a business to
(C.O.No.2) [Knowledge]
- Invest in the product
 - Engage in aggressive marketing of that product
 - Expand the product
 - Liquidate the product
9. Social environment of a business includes
(C.O.No.2) [Knowledge]
- Population
 - Culture
 - Workforce trends
 - All the above
10. Men is known to be the uncontrollable factor as they can influence other factors of a business like
(C.O.No.2) [Knowledge]
- Money
 - Material
 - Machinery
 - All the above

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries Five marks. (5Qx5M=25M)

11. Companies market their products and services to potential customers with an objective of satisfying prospective customer expectation. Merely offering of product and services may not be sufficient as they should have the potential to satisfy various utilities that the customers are looking for. Discuss various types of utility that are relevant from a marketing perspective with examples.
(C.O.No.1) [Comprehension]
12. Concepts and theories have evolved over a period of time through extensive experiments and research which is also applicable to the concept of marketing. Describe the evolution of marketing concepts over the years and substantiate the evolution with examples.
(C.O.No.1) [Comprehension]
13. Marketing and selling are an integral part of a business as it helps the company from the idea generation stage to delivery of product and service to the end customer. Though both the concepts are related but in practice both do not have similar meaning and scope. Distinguish the concept of Marketing from Sales.
(C.O.No.1) [Comprehension]

14. Organization resources are extremely important as their quality, availability, cost, functionality majorly impacts a business. 5M's of a company are known to be the pillars and crucial resources for an organization. Discuss 5M's of an organization and how they can impact functioning of a business

(C.O.No.2) [Comprehension]

15. Internal factors of a company play a crucial role as based on the strength of internal factors company can respond to the external changes. Elaborate the internal environment factors of a company and how they can impact a business.

(C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries fifteen marks. (1Qx15M=15M)

16. Crispers is a snack manufacturing company which manufactures and markets chips, wafers, Indian snack items. CEO of the company has been hearing about marketing practices that are focused towards focusing bringing a positive change in the society and even he is willing to implement the same in his company. But a friend of Crispers Company CEO advised him to not only focus on society development through marketing and should also look into the cost and financial benefits associated with these practices. Help Crispers to Apply a marketing practice which focuses on Human welfare, Consumer needs and also company profit.

(C.O.No. 1) [Application]



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM EXAMINATION

Winter Semester: 2021 - 22

Date: 28th June 2022

Course Code: BBA 2005

Time: 09:30 AM to 12:30 PM

Course Name: Marketing Management

Max Marks: 100

Program & Sem: BBA 4.0 & II Sem

Weightage: 50%

Instructions:

(ii) 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)**

1. Products manufactured by a company are not always meant for customer they could be consumer products as well as Industrial products. Describe the concept of product and mention examples for industrial and consumer products.
(C.O.No.3)
[Knowledge]
2. Pricing of a product is determined by various factors and cost that gets into manufacturing a product or delivering a service. Define pricing and mention four factors influencing pricing.
(C.O.No.3)
[Knowledge]
3. Rajshree Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs within 2 years of it's inception. Identify the component of promotion mixing described in the given lines.
(C.O.No.3) [Knowledge]
A. Adverting B. Personal Selling C. Public Relations D. Sales Promotion
4. In Target marketing strategy many companies offer a generic product which can have a mass market appeal. Define the concept of undifferentiated target market with two example.
(C.O.No.4) [Knowledge]
5. pricing is a technique in which the price of the product or service will With every additional facility opted by the customer.
(C.O.No.3)
[Knowledge]
a) Optional, increase b) Optional decrease c) A & B d) none of the above

6. Marketing practice that promotes environment sustainability focuses on is called as
Marketing

(C.O.No.1) [Knowledge]

- a) Commercialisation, Green
- b) Commercialisation, Nature
- c) Commercialization, Profit
- d) All the above

7. is a parameter of
Matrix which indicates about the product that are high on demand and have better prospects for profitability?

(C.O.No.2) [Knowledge]

- a) Star, BCG
- b) Dog, BCG
- c) Question mark, BCG
- d) Cow, BCG

8. is a type of utility which emphasise on transfer of it is one of the core concept of marketing

(C.O.No.1)

[Knowledge]

- a) Possession, Ownership
- b) Time, Ownership
- c) A & B
- d) None of the above

9. Model represents a model based on external environment and has elements.

(C.O.No.2) [Knowledge]

- a) PESTLE, 6
- b) PETLE , 5
- c) PESTLE , 4
- d) PESTLE, 3

10. The 80-20 rule, also known as the Pareto Principle, which says that 80% of outcomes result from 20% of a inputs for any given event is an example of

(C.O.No.1)

[Knowledge]

- A. Societal Marketing
- B. Social Marketing
- C. Green Marketing
- D. Relationship Marketing

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries EIGHT marks.

(5Qx8M=40M)

11. Customers or prospective customer engagement with a brand is on a short term basis when its pertaining to commercial purpose, but when a brand focuses on environmental sustainable practices along with providing quality product or service that is when people connect with the brand beyond materialistic value. Reputed companies like Apple, Starbucks, IKEA and many more have been taking initiatives towards the imbibing green and sustainable practices in their business. Discuss the concept of Green marketing and its relevance to business. .

(C.O.No.1) [Comprehension]

12. ABC is an insurance company which offers Medical, Vehicle and house insurance. The company is majorly dependent on its sales executives for generating and closing leads. The company wants to conduct a training program for its sales executive on steps involved in personal selling. Discuss the concepts of personal selling and how personal selling steps can effectively guide the sales executives in approaching individual prospective customer.
(C.O.No.3) [Comprehension]
13. ABC is a training institute that offers programs to entrepreneurs, market experts, product managers and various others those who hold executive positions in the company. This time the entrepreneurs those have registered for the training program have requested for sessions on pricing and types of pricing. Discuss the meaning of pricing and various types of pricing that can be covered as a part of training program for the entrepreneurs.
(C.O.No.3) [Comprehension]
14. XYZ company is planning to launch a home appliances brand that will manufacture and sell refrigerator, Dish washer, Air conditioner, Vacuum cleaner but before that they are willing to do a market research and try to understand the various economic factors that would influence their prospective customers to buy their products. Explain the meaning and types of economic factors that may influence consumer buying behaviour.
(C.O.No.5) [Comprehension]
15. XYZ company is into manufacturing and marketing perfumes and deodorants, they conduct regular training sessions for their marketing employees to strengthen their marketing skills. Company is willing to conduct basic training program for fresher's in the team to brief them about the basics of Marketing. Explain the meaning of sales and marketing and help the trainees in understanding the difference between sales and marketing.
(C.O.No.1) [Comprehension]

Part C [Problem Solving Questions]

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

16. Mr XYZ owns a two wheeler manufacturing company and has successfully been managing it since last ten years, though his business has been profitable, he understands the importance of responding to the external factors in a timely manner. He has requested his strategic team in the company to do a detailed analysis of the company using Porters Five force model. Discuss the elements of Porters five force model and its significance to a business.
(C.O.No.2) [Application]
17. Given below is the product life cycle of Maruti 800. Classify and describe the different periods of M800 sales into different stages of product life cycle. Discuss the marketing objective and appropriate marketing mix to achieve those objectives.
(C.O.No. 3) [Application]

Units sold

Maruti 800 in business

