



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF LAW**

Max Marks: 45

Max Time: 55Mins

Weightage: 15 %

Set A

TEST 1

II Semester 2016-2017 Course: **BBL A 106, Principles of Marketing.**

28th Feb'17.

Instructions:

- i. Write legibly

Part A

(5 Q x 2 M= 10 Marks)

1. What are the main differences between selling and marketing?
2. What is green Marketing?
3. Cite two examples of organization co-creating value along with the customer?
4. Illustrate the General Electric-McKinsey Multifactor Portfolio Planning Matrix?
5. What is Marketing-Mix?

Part B

(3 Q x 5 M= 15 Marks)

1. What are the special merits of the value philosophy of marketing?
2. What do you understand by marketing myopia, cite an organization known to you that is afflicted by this weakness?
3. What are the components of customer value and customer cost?

Part C

(2 Q x 10 M= 20 Marks)

1. What are the ways in which environmental analysis helps marketing?
2. What is an SBU and how SBU level marketing planning takes off from the corporate level plan?



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TEST 2

II Semester 2016-2017 Course: BBL A 106, Principles of Marketing.

27th March'17.

Instructions:

- i. Write legibly

Part A

(5 Q x 2 M= 10 Marks)

1. What kind of strategic leverage do brands offer to the organization?
2. How does integration effort become a vital idea in managing marketing communications?
3. What are the advantages and downside of sales promotion?
4. Where do advertising and consumer behavior intersect? Why does advertising needs grasp of consumer behavior?
5. What is Marketing Communication Mix? Explain.

Part B

(3 Q x 5 M= 15 Marks)

1. What are the consumer-characteristics that influence consumer buying decisions? Give an exhaustive list and discuss.
2. How would you segment the market of consumers who would like to order Ray-Ban sunglasses online? Explain your answer.
3. What are the advantages for the marketer in segmenting the market?

Part C

(2 Q x 10 M= 20 Marks)

1. State two important variables used in Demographic segmentation and explain how the segmentation is carried out, citing example.
2. 'A product is more than a physical entity; it has a personality,' Take a consumer product of choice; explain its personality in detail.