



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM EXAMINATION – JAN 2023

Course Code: Marketing Management

Course Name: MGT132

Program & Sem: BBA Sem

Date: 23-JAN-2023

Time: 1.00PM – 4.00PM

Max Marks: 100

Weightage:50%

Instructions:

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

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries Two marks. (10Qx 2M= 20M)

1. In 2001 Bajaj automobiles launched Pulsar 150CC at a cost of Rs 56,000 and gradually reduced its price to Rs 53,000 in 2002. Which pricing strategy is adopted by the company? (C.O.No. 3) [Knowledge]
A. Demand Pricing B. Cost Plus Pricing C. Market Pricing D. Skimming Pricing
2. Few brands are known for their quality and hence tend to charge a high price for the products offered by them throughout the life span of a product. Define the concept of premium pricing with an example. (C.O.No. 3) [Knowledge]
3. It is important for the company to engage in market research before launching their product or service as engaging the prospective customers comes at a certain cost to the company. Define the concept of market segmentation and any two types of segmentation. (C.O.No. 4) [Knowledge]
4. Skimming is a pricing strategy that initially charges Price and may charge price over a period of time (C.O.No. 3) [Knowledge]
a) High, Low b) Low , High c) High , High d) All the above
5. is a type of segmentation that considers age as one of the sub parameter for the market (C.O.No. 4) [Knowledge]
a) Demographic, Segmentation b) Demographic, Target c) A & B d) None of the above
6. is a type of Segmentation which focuses on psychological aspects of consumer (C.O.No. 3) [Knowledge]
a) Lifestyle , Psychographic b) Lifestyle, Target c) A & B d) None of the above
7. New entrants are a part of Model and is a environment factor (C.O.No. 2) [Knowledge]

- a) Porters model, Macro b) Porters, Micro, c) A & B d) All the above
8. are the external factor those who supply materials to the business and are a part of factor in external environment
(C.O.No. 2) [Knowledge]
- a) Suppliers, Micro b) Buyer, Micro c) A & B d) All the above
9. Consumer behaviour is influenced by various factor one of them is factor which is related to
(C.O.No. 5) [Knowledge]
- a) Economic, Price b) Economic, Culture c) A & B d) None of the above
10. Technological advancement has had its impacts in various domain and marketing is one of them. Define the concept of E Marketing with two examples.
(C.O.No. 1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries Ten marks. (4Qx10M=40M)

11. Mr A is willing to start a company that will manufacture and sell dental care products and he was clear about having a variety of products under every product line of the company. His friend Mr B advised him to have a clarity about the type of market to which he wants to offer the product as it would give him a better idea about the profile of the prospective customer for each product line and product offered. Explain how the concept of market segmentation can be of help to Mr A and the various types of market segmentation
(C.O.No. 4) [Comprehension]
12. Mr A has a car manufacturing company and has launched two car models in last one month. He believes in planning for future well in advance and hence wants to be prepared with strategies for company products through various stages of its life cycle. Discuss the concept of PDLC with MR A and help him understand the strategies that can be adapted by a car manufacturing company in various phases of product development life cycle.
(C.O.No. 3) [Comprehension]
13. Market positioning is techniques through which company can communicate about their unique selling proposition and the differentiating factors compared to the competing brands. Company XYZ is planning to launch their series of cruiser model bike in the market and has appointed Mr Neon as marketing director. Mr Neon is looking for inputs on various types of positioning and which technique would be suitable for his business. Discuss the meaning of positioning and help Mr Neon understand the various types of positioning in marketing.
(C.O.No. 4) [Comprehension]
14. "Identify the market segmentation and targeting by Indian firms for the following brands:
a. Jio feature phone b. Fogg deodorant c. Mahindra Reva electric car
"
(C.O.No. 3) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries Twenty marks. (2Qx20M=40M)

15. Zest is a beverage manufacturing company and has been in the industry from last 15 years. But since last two years few of the company's products have not been fetching profits and have only proved to be a cost centre, hence the management is willing to invest more on profitable products and call out few non profitable products from the market. Apply the model of BCG matrix from the case context and give an insight on how it can be of help to the business.
(C.O.No. 2) [Application]

16. 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]

