



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

MAKE UP EXAMINATION JAN - 2023

Course Code: COM404

Course Name: Marketing Management

Program : B. Com (Professional and Honors)

Date: 20 -JAN-2023

Time: 09:30AM to 12:30 PM

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 THREE marks.

(10Qx 3M= 30M)

- Mr. Aron has an awareness that Drinking alcohol is associated with a risk of developing health problems such as mental and behavioral disorders, including alcohol dependence, major non-communicable diseases such as liver cirrhosis, some cancers and cardiovascular diseases, as well as injuries resulting from violence and road clashes and collisions. Even then, he drinks heavily every day. This is a classic example of _____ demand. (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)
- The product hierarchy stretches from basic needs to particular items that satisfy those needs. List out six levels of the product hierarchy. (CO 2, Knowledge)
- A cinema theater varies its seat prices according to audience preferences for different locations is a classic example of _____ pricing. (CO 2, Knowledge)
- _____ strategy uses the manufacturer's sales force, trade promotion money, or other means to induce intermediaries to carry, promote, and sell the product to end users. (CO 2, Knowledge)
- 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)
 - Segmentation
 - Targeting
 - Positioning
 - Repositioning

8. Match the following: (CO 4, Knowledge)

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

9. Purchasing a new car that is not fuel efficient, despite being environmentally conscious is a classic example of _____. (CO 4, Knowledge)

10. An ice cream company has segmented a country by how hot different regions are and targeting those specific areas that are hottest and more likely to buy ice cream. The company has segmented based on _____. (CO 3, Knowledge)

- A. Geographic B. Demographic C. Psychographic D. Behavioral

Part B [Thought Provoking Questions]

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

11. Holistic marketing is a marketing strategy that considers the whole of a business and all the different marketing channels as a system. Discuss the scope of holistic marketing. (CO 1, Comprehension)

12. Summarize the Product mix of a company of your choice. (CO 2, Comprehension)

13. Once the firm has identified its market-segment opportunities, it must decide how many and which ones to target. Marketers are increasingly combining several variables in an effort to identify smaller, better-defined target groups. Discuss various targeting strategies with various 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 all the Questions. Each question carries FIFTEEN marks. (02Qx15M=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. (8 M, CO2, Comprehension)

17. There are 'n' number of marketing concepts as every business has its own concept. While some concepts still work today, some are outdated. Explain the concepts of company orientation towards marketplace. (CO 1, Comprehension)