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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF COMMERCE
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : BBA2005

Course Name : Sem IV - BBA2005 - Marketing Management

Program : BCH&BCM

Date : 12-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Describe the concept of Pareto principle with an example.
(CO5) [Comprehension]
2. Sales promotion is a marketing activity performed by a company with an objective of boosting sales. List any five sales promotion techniques.
(CO3) [Comprehension]
3. Product is tangible in nature hence when a customer purchases the product the ownership is transferred from manufacturer to customer. Describe a practice of marketing that focuses on transfer of ownership.
(CO1) [Knowledge]
4. A new brand in any industry though lacks consumer awareness and popularity but can still have the potential to dominate an existing brand. Describe two negative impacts of a new brand to an existing business.
(CO2) [Knowledge]
5. Many companies offer products that may be of generic requirement to customer irrespective of their demographic profile and hence companies need not engage in market segmentation strategy for the same. Describe a marketing strategy with generic appeal with an example.
(CO4) [Comprehension]

6. As being a sustainable brand is in trend among companies across various industries, many companies tend to fake their image of being a green brand whereas in reality they do not adopt any sustainability practices. Identify the marketing practice with reference to the above mentioned practice with an example.
(CO1) [Knowledge]
7. Identify the five M of an organization that belong to internal environment for a company.
(CO3) [Knowledge]
8. USP of certain businesses is its ability to offer a product with high end customization. Describe a target market strategy that facilitates customization with an example.
(CO4) [Comprehension]
9. Though multinational corporation operate in various countries they focus on coming up with adaptive products to suit the taste and preferences of host countries. Identify three cultural factors that can influence a MNC to have an adaptive approach when they operation in foreign countries.
(CO2) [Knowledge]
10. Describe a concept of marketing that talks about measuring customer value to individual business.
(CO5) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Market positioning is technique through which company can communicate about their unique selling proposition and the differentiating factors compared to the competing brands. Company X is planning to launch their series of sports model bike in the market and has appointed Mr A as marketing director. Mr A 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 A understand the various types of positioning in marketing.
(CO4) [Comprehension]
12. XYZ conducts training program for 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 types of pricing that can be covered as a part of training program for the entrepreneurs.
(CO3) [Comprehension]
13. ABC 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.
(CO5) [Comprehension]
14. Before getting into product development, it is important for the companies to have an understanding about the various levels of product, and the phases through which the product can be developed in future. Explain the concept of Levels of product with examples.
(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. ABC is a snack manufacturing company which manufactures and markets 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.

(CO1) [Comprehension]

16. Satisfied customer is like an asset to the company as the marketer need not incur higher cost in acquiring an existing customer and at the same a satisfied customer may help in providing leads to a business in the form of positive word of mouth about a brand. But for having a base of satisfied customer it is important for the company to focus on maintaining and assisting customers in usage of product, support them in the form of post-sale services. Relate two marketing management practices to the above-mentioned context.

(CO5) [Application]