

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester II - 2022

Course Code : BBA2005

Course Name : Sem II - BBA2005 - Marketing Management

Program : BBB,BBD&BBE

Date : 14-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.*
-

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Before coming up with a product or service idea it is important for a company to do a thorough market research and based on that divide the market into group. Describe the practice of marketing that classifies the customer into groups on the basis of similarity in attributes with an example.
(CO4) [Comprehension]
2. 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 impact of a new brand to an existing business.
(CO2) [Knowledge]
3. It is important for a brand to have a differentiation strategy over other brands, as these differentiating factors can help the brands in gaining competitive advantage over other brands. Describe any three parameters for differentiation with an example.
(CO4) [Comprehension]
4. Companies offer their products to the customer after a thorough market research, but as competing firms tend to come up with innovative product ideas there is always a scope for better product idea, product ideas that have not been introduced in the market yet. Describe the concept of potential product with an example.
(CO3) [Knowledge]
5. Describe the principle of marketing that states – 80% of the business comes from 20% of the customers with an example.
(CO5) [Comprehension]
6. Political factors form a part of uncontrollable factor in a marketing environment, hence it is important for a company to respond to changing political environment. Describe two reasons for a business to respond to political factors.
(CO2) [Knowledge]
7. Digital media has had its impact on various functionalities of business including marketing. Hence many companies are adapting a balanced approach in terms of enhancing their presence through retail platform as well as Electronic platform. Identify three types of E marketing practices.
(CO1) [Knowledge]

8. Companies makes investment on customers, hence it is important for the business to know as to how much value a customer is adding to their business. Describe a concept of marketing that talk about measuring customer value to individual business.
(CO5) [Comprehension]
9. Price is a value fixed by the manufacturer or the marketer of the product, the pricing strategy adopted by the marketer is influenced by various factors. Describe any three factors that influences pricing.
(CO3) [Comprehension]
10. 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.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. It is important for companies to mould their product and service offering based on the country, demographic profile and various other factors that could influence the demand for product and services. Explain attributes of Indian consumer with example.
(CO5) [Comprehension]
12. Internal factors of a company play a crucial role as based on the strength of internal factors a company can respond to the external changes. Elaborate the internal environment factors of a company and how they can impact a business.
(CO2) [Comprehension]
13. 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.
(CO3) [Comprehension]
14. 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.
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Consumer behaviour is a decision process of consumer. What type of products & services are to be bought. When the products & services are to be obtained, and from whom the products & services are to be obtained. There are Influence of Social science on buyer behaviour studies. The consumer develops the attitude for the product search for the information. If all these activities have positive impact, purchase the product. Illustrate the various inspiration of social science on buying behaviour.
(CO5) [Comprehension]
16. Segmentation activity for a company requires an extensive research , its time consuming and at the same time requires a marketer to explore various options within the practice that will be suitable for the company. Illustrate the types of market segmentation with suitable examples.
(CO4) [Application]