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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT & SCHOOL OF COMMERCE

MID TERM EXAMINATION - APR 2023

Semester : Semester II & IV - 2022

Course Code : BBA2005

Course Name : Sem II & IV - BBA2005 - Marketing Management

Program : BBB,BBD,BBE,BCM&BCH

Date : 13-APR-2023

Time : 2PM - 3.30PM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. It is primary responsibility of the company to focus on environmental sustainability. Describe marketing practice that emphasizes on environment sustainability with an example.
(CO1) [Knowledge]
2. It is the responsibility of the company to engage in social awareness activity as it is the customer who are a part of general public they get their business from. Describe two social marketing campaign initiatives taken by companies
(CO1) [Knowledge]
3. Social marketing and societal marketing may have few common focus areas but they do not mean the same. Describe one key difference between Social marketing and societal marketing
(CO1) [Knowledge]
4. Customer is a king in today's market as the market is loaded with varieties of product which the customer can choose from. Hence customers have the capacity to impact a business due to which most of the companies these days have adapted customer centric marketing approach. Identify two ways in which bargaining power of buyers is strengthened.
(CO2) [Knowledge]
5. 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]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Companies market their products and services to potential customers with an objective of satisfying prospective customer expectation. Merely offering of product and services may not be sufficient as they should have the potential to satisfy various utilities that the customers are looking for. Discuss various types of utility that are relevant from a marketing perspective with examples.

(CO1) [Comprehension]

7. Technology impacts a business in terms of level of advancement, Legal factors can influence the business in terms of law, rules and regulation framed by the governing bodies in a country. Explain the aspects that come within the purview of technological and legal environment and substantiate the factors impact on business with examples.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Mr XYZ owns a two-wheeler manufacturing company and has successfully been managing it since last ten years, though the business has been profitable, he understands the importance of responding to the external factors in a timely manner. He has requested his strategic team in the company to do a detailed analysis of the company using models that are based on external environment factors. Apply suitable external environment model that could help the company to respond to external factors in future.

(CO2) [Application]