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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE  
MID TERM EXAMINATION - MAY 2023**

**Semester :** Semester IV - 2021

**Course Code :** BBA2005

**Course Name :** Sem IV - BBA2005 - Marketing Management

**Program :** BCH

**Date :** 18-MAY-2023

**Time :** 10.30AM - 12.00PM

**Max Marks :** 50

**Weightage :** 25%

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**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. 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]
3. Customer is the 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]
4. 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 practice that talks about the above-mentioned problem with an example.  
(CO1) [Knowledge]
5. 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]

## **PART B**

### **ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Suppliers and substitutes are not direct competition to a business, but can have a major impact if they have a strengthened position in their areas of business. Discuss how bargaining power of suppliers and substitute products can have a negative impact on a business.

(CO2) [Comprehension]

7. Marketing and selling are an integral part of a business as it helps the company from the idea generation stage to delivery of product and service to the end customer. Though both the concepts are related but in practice both do not have similar meaning and scope. Distinguish the concept of Marketing from Sales and its applicability at stages of business.

(CO1) [Comprehension]

## **PART C**

### **ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. ABC is a car manufacturing company which has been in the industry from last 15 years. Company has a portfolio of cars in the market, but not all the car models marketed by ABC is enjoying good sales and few car models are only proving to be a cost centre with no revenue generation. Company has decided to increase its investment in the Car models that are high on demand and also the models that are likely to pick up sales in future. Apply a suitable Matrix or a model that can help ABC company to take various decision as mentioned in the case.

(CO2) [Application]