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**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF LAW
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : BBL2005

Course Name : Marketing Management

Program : BBA LLB Honors

Date : 04-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
 - (ii) Question paper consists of 1 part.
 - (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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ANSWER ALL THE QUESTIONS

10 X 10M = 100M

1. Define marketing and explain its core concepts. Differentiate between marketing and selling, providing historical context.
(CO1) [Comprehension]
2. Discuss the history of marketing and its evolution. Identify key milestones and changes in marketing practices over time.
(CO1) [Comprehension]
3. Differentiate between micro and macro marketing environments. Explain the 5Ms in the internal environment.
(CO2) [Comprehension]
4. Select an Indian Car manufacturer and categorize its brands using Ansoff's product/market matrix.
(CO2) [Comprehension]
5. Explain the concept of the marketing mix and introduce the 4 Ps. Illustrate how each P contributes to the overall marketing strategy.
(CO3) [Comprehension]
6. Discuss the concept of marketing channels. Explain the factors affecting channel selection and identify the different types of marketing channel levels.
(CO3) [Application]
7. Discuss the concept of market targeting. Identify different types of target markets and explain the patterns of target market selection.
(CO4) [Application]

8. Describe Brand Positioning errors with examples.

(CO4) [Application]

9. Define Relationship Marketing and CRM. Explain the role of CRM in building and maintaining customer relationships. Apply the Pareto Principle to CRM.

(CO5) [Application]

10. Explain the concept of customer loyalty. Discuss how companies can build and maintain customer loyalty.

(CO5) [Application]