

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

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

Semester : Semester III - 2022

Course Code : BBA2005

Course Name : Marketing Management

Program : BBA

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 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

5 X 2M = 10M

1. Identify three cultural factors that can influence an MNC to have an adaptive approach when they operate in foreign countries.
(CO3) [Knowledge]
2. The firm selects a number of segments, each objectively attractive and appropriate. There may be little or no synergy among the segments, but each segment promises to be a moneymaker. J&J offering baby range for babies, clean and care for young adults, surgical items for hospitals. This is called which type of segmentation specialization patterns
(CO4) [Knowledge]
3. McDonald's are using Halal Meat in Muslim countries and also making vegetarian food for vegetarian person. Customers are classified based on their values, belief, life style and personality known as which type of segmentation.
(CO2) [Knowledge]
4. If the customer doesn't buy your product or service, you're unlikely to turn a profit. Companies must prioritize customer satisfaction above all else, as it will ultimately lead to more significant revenues. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs. Mention the 4Cs of marketing.
(CO3) [Knowledge]
5. A corporation generally takes a number of things into account when making adjustments to market circumstances. Recognising patterns and controlling such dangers can be facilitated by an understanding of a company's marketing settings. Acquiring knowledge about these settings may also aid the business in growing and adapting to changes in the industry. Define marketing environment according to Philips Kotler.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Generalize the various psychological factors affecting the consumer behaviour.
(CO5) [Comprehension]
7. A product is a collection of characteristics (i.e., uses, functions, advantages, and features) that someone trades for. The word "product" basically refers to everything, material or intangible, that a business offers to satisfy customers. Product levels are used by sales professionals to determine just how well a product can satisfy the needs, wants, and demands of different clients. Companies may do this by making changes and adding new items that appeal to customers across a range of categories and value points. A certain product comes in several the levels. A customer purchases a bundle together with the actual item when they purchase a product. When you buy a soap, for instance, you're buying the soap, an image, and other linked pleasures. It is consequently necessary for marketers to consider various product tiers when designing their marketing campaigns. Customers receive varying amounts of value from different levels. Apply with example different levels of product.
(CO3) [Comprehension]
8. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas. The product can be intangible or tangible as it can be in the form of services or goods. Describe product and services and elaborate classification of products with example.
(CO5) [Comprehension]
9. Interpret Segmentation and briefly explain the levels of market segmentation.
(CO4) [Comprehension]
10. An excellent tool for expanding your product range and launching new items is the Ansoff Matrix. It will assist you in growing both your income and market share. To successfully apply these tactics, it is important to identify both existing and new markets. The Ansoff Matrix is made up of four main categories. Briefly explain the Ansoff matrix with example
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Elaborate the concept of consumer behaviour and discuss the factors influencing consumer behaviour with suitable examples.
(CO5) [Application]
12. The practice of building client relationships, customer loyalty, and brand value through marketing tactics and activities is known as customer relationship marketing. CRM streamlines corporate performance while enabling businesses to build long-term relationships with both current and potential clients. Discuss about customer relationship marketing and briefly explain CRM frame work management.
(CO5) [Application]