

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

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

**Semester :** Semester I -2023

**Course Code :** MBA2035

**Course Name :** Sales and Marketing Management

**Program :** MBA

**Date :** 11-JAN-2024

**Time :** 10:00AM - 1:00 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**

**10 X 3M = 30M**

1. Recall the stages in the consumer buying decision process. (CO 1) (Knowledge)  
(CO1,CO2,CO5,CO3,CO4) [Knowledge]
2. Name three key elements or components of Integrated Marketing Communications with an example.  
(CO 3) (Comprehension)  
(CO4,CO3,CO1,CO5,CO2) [Knowledge]
3. State the differences between "needs" and "wants" in Marketing with examples.  
(CO2,CO5,CO4,CO3,CO1) [Knowledge]
4. Define the introductory stage in the Product Life Cycle and mention one characteristic associated with this stage.(CO 2) (Knowledge)  
(CO2,CO1,CO3,CO4,CO5) [Knowledge]
5. Consumer promotion plays a key role in retaining existing customers, while attracting new ones. Though useful, it should be used in moderation, since the brand's equity may be diluted, in case of excessive usage. Define Brand Equity.  
(CO 3) (Comprehension)  
(CO3,CO1,CO2,CO5,CO4) [Knowledge]
6. Define the term "prospecting" in the context of personal selling and provide one method or strategy for identifying potential customers. (CO 4) (Knowledge)  
(CO4,CO3,CO2,CO1,CO5) [Knowledge]
7. State the significance of qualifying leads in the personal selling process, and mention one criterion that sales professionals often use to qualify a potential customer. (CO 4) (Knowledge)  
(CO3,CO2,CO5,CO1,CO4) [Knowledge]
8. Name the Marketing Philosophies with an example.(CO 1) (Knowledge)  
(CO2,CO5,CO1,CO4,CO3) [Knowledge]

9. Recall the factors influencing Consumer Behaviour. (CO 1) (Knowledge)  
(CO2,CO3,CO4,CO5,CO1) [Knowledge]
10. Define selling philosophy and product philosophy of marketing with an example.  
(CO2,CO3,CO4,CO1,CO5) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

**6 X 7M = 42M**

11. Explain the significance of product line depth in marketing. How does a deep product line can meet varying consumer needs and preferences. (CO 2) (Comprehension)  
(CO5,CO4,CO3,CO1,CO2) [Comprehension]
12. Explain the role of events and experiences in integrated marketing communication. Discuss how companies leverage events and experiential marketing to engage consumers and create lasting impressions, reinforcing their brand messages.(CO 3) (Comprehension)  
(CO5,CO4,CO3,CO2,CO1) [Comprehension]
13. A company's pricing objective depends on the current market situation and can ranging from survival to product quality leadership. Explain, citing relevant examples. (CO 2) (Comprehension)  
(CO5,CO4,CO3,CO2,CO1) [Comprehension]
14. The AIDA model plays an important role in determining the communication objective. Discuss the role of such models in launching new brands. (CO 3) (Comprehension)  
(CO5,CO1,CO2,CO3,CO4) [Comprehension]
15. Discuss how social media influences consumer behavior. Include examples of how social media platforms can shape purchasing decisions and brand perceptions. (CO 1) (Comprehension)  
(CO3,CO2,CO1,CO4,CO5) [Comprehension]
16. Proliferation of online channels has resulted in stiff competition for offline (physical) stores with wide disparity in product assortment and pricing. This has led to conflicts within the distribution system, triggered by the JioMart model (amongst others). Give examples of such conflicts faced by companies and the measures that can be adopted to resolve such issues.  
(CO 3) (Comprehension)  
(CO5,CO3,CO2,CO1,CO4) [Comprehension]

## PART C

### ANSWER ALL THE QUESTIONS

**2 X 14M = 28M**

17. An e-commerce fashion platform is planning a promotional campaign to boost sales during the upcoming festive season. The platform caters to a diverse audience interested in trendy and affordable fashion. The marketing team aims to integrate various communication channels for maximum impact.
1. Illustrate how the e-commerce fashion platform can tailor its integrated marketing communications to appeal to different segments within its diverse audience. What specific promotional elements can be customized to resonate with various customer demographics? (CO3) (Application)
  2. Interpret the role of digital marketing and social media in the integrated communications plan for the fashion platform. How can the platform leverage these channels to engage customers, drive traffic to the website, and enhance the overall customer experience? (CO3) (Application)  
(CO1,CO2,CO5,CO4,CO3) [Application]

- 18.** A well-known athletic footwear brand is planning to launch a new line of performance running shoes. The target market includes runners who are not only focused on functionality but also on style and comfort. The brand aims to position itself as a premium choice for runners seeking high-performance footwear.
1. Illustrate how the athletic footwear brand can establish a unique positioning for its new line of performance running shoes. What elements should be emphasized in the brand's messaging to convey this positioning effectively? (CO 1) (Application)
  2. Interpret the characteristics and preferences of the target audience for the performance running shoes. How can the brand leverage market research to understand the needs of these consumers and tailor its marketing mix accordingly? (CO 1) (Application)

(CO3,CO1,CO2,CO4,CO5) [Application]