

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester I - 2023

**Course Code :** MBA2035

**Course Name :** Sem I - MBA2035 - Sales and Marketing Management

**Program :** MBA

**Date :** 06-DEC-2023

**Time :** 2:00PM - 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.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries two marks.**

**(5Qx 2M= 10M)**

1. For organizations to be successful, the marketing function must be strong to satisfy the needs of the consumer. Recognize the importance of Marketing with applicable examples.  
(CO1) [Knowledge]
2. Any product or service that is marketed needs to be perceived by the consumers that it solves their problems. To achieve this, state the factors to be considered for an effective positioning in the market.  
(CO1) [Knowledge]
3. It is a known fact that to satisfy the consumers' needs is the most vital element for any marketing organization. With reference to this context, define consumer behavior.  
(CO1) [Knowledge]
4. It is a known fact that Marketing profoundly affects almost all the areas of our life. With reference to this context, define "Marketing Management."  
(CO1) [Knowledge]
5. With reference to cultural and social factors affecting consumer behavior, describe "social class" with suitable examples.  
(CO1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries five marks.**

**(4Qx 5M= 20M)**

6. Ms. Sunitha is a student and wants to upgrade her mobile phone to the latest model. Using this situation, discuss the consumer buying decision process in detail.  
(CO1) [Comprehension]
7. Any product a consumer buys should be acceptable as a solution to solve the consumers' need. In this context, discuss your understanding of Unique Selling Proposition (USP) with suitable examples.  
(CO1) [Comprehension]

8. Oftentimes, Sales and Marketing are combined and used interchangeably. With reference to this context, distinguish between Sales and Marketing with suitable examples.

(CO1) [Comprehension]

9. Unilever is launching a range of Ayurvedic Products into the market. As a Marketing Manager you are given that responsibility. Indicate your process of utilizing: Selling Concept, Product Concept, and Production Concept for this Ayurvedic Products.

(CO1) [Comprehension]

### Part C [Problem Solving Questions]

Answer all the Questions. Each question carries ten marks.

(2Qx 10M= 20M)

10. Nepal is a beautiful country with natural biodiversity, varied culture across the country and a beautiful Himalayan range from the east to the west. It has attracted international tourists to Nepal. Nepalese people's culture also has changed. Thus, the scope of internal tourism has also increased.

The increase in internal and external tourists in the country has led to the establishment of hotel industries in Nepal. After the restoration of democracy in Nepal, the democratic government has come up with new policies in lieu of the tourism industry including the hotel industry. The flexible policy in terms of capital investment, operation, and easy criteria in operating hotels attracted foreign direct investment in the hotel sector of Nepal, but various illusive advertisements in foreign countries related to safety, security, child labour etc., hindered the flow of tourists in Nepal.

The new and liberal policy of the government and the changing culture of visiting places at different points of time like New Year, Dusshera, Honeymoon packages etc., leveraged the revenue of hotel industries. As an outcome of it, a number of hotels have been established in different corners of the country - ranging from the east to the west to the north and to the south. New hotels came up with a new policy of cutting prices for attracting people and providing services that are unwanted in society and restricted by the policy of the nation. Such activities help to expand negative rumours in the people so that hotel industries are facing problems. Even though the situation is not so favourable but the investments and the number of establishments in the hotel sector are rapidly increasing and after the peace agreement between the government of Nepal and the Nepal Communist Party (Maoist), their financial position and operating results are positive and encouraging.

Questions:

- (a) Identify the marketing environment of hotel industry in Nepal
- (b) Explain the competition faced by the hotel industry in Nepal
- (c) Identify the marketing problems of hotel industry in Nepal
- (d) Give your suggestions for solving these problems

(CO1) [Comprehension]

11.

#### Malt-K Drink

A health drink called Malt-K was manufactured by a company based in Bengaluru. This beverage was consumed by children, during the lunch hour at school. Children need healthy drink for their growth.

The company also manufactures several beverages, of which, Malt – K has the most market share. The taste was liked by children and most parents bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for five years, like any other product, this product too showed signs of decline. Concerned by this, the company stepped up its advertisement, using multiple media. Ad was given in children's magazine. Essentially TV as a media, using a sports channel was chosen to show the benefit of consuming this drink by children, since the sports channel was popular. The company also found that though there was a competition, it was not a threat.

However, in the light of declining trend, the company wanted to give new lease of life/push to the product. It has hired a new Marketing manager Mr. Atul, to redesign the whole STP process for the health dink.

“Segmentation is the procedure that an organization goes through to segregate the market into different groups according to the different characteristics which might need different products.”

If you are Atul, then outline a comprehensive plan for segmenting the market, based on the various basis of segmentation and the current competitor and market structure. Explain the target segments, which you would like to offer your products and also the appropriate positioning strategy for your product.

(CO1) [Comprehension]