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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester III - 2023

Course Code : BBA2005

Course Name : Sem III - BBA2005 - Marketing Management

Program : BBA

Date : 30-OCT-2023

Time : 11:30AM - 1:00PM

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.
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PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. An approach which proposes that marketing should be looked from a broad and integrated perspective and not as an isolated management function. The idea behind this strategy is to showcase the brand's goal to refresh the world and make a difference. It is based on the premise that the whole is greater than the sum of its parts. As such, there is a shared aim and purpose for all the activities related to a business. This ensures that each person in every department, from sales to operations to HR to marketing and others, work towards one common goal. Define these statement suits best to the which concept of marketing.

(CO1) [Knowledge]
2. The fundamental job of a firm is marketing. Many scholars asserts that marketing is a distinctive aspect of business. A business's ability to provide a good or service distinguishes it from all other human organisations. The term 'marketing management' means the discovering of the consumers' needs, converting them into the products or services and the activity of transforming the product or service to the ultimate consumer. Name the various core concept of Marketing.

(CO1) [Knowledge]
3. A business's process of creating a product and delivering it to a consumer is known as a value chain. It is the collection of processes that the company employs from beginning to end in order to generate revenue. Michael Porter, a professor of business management and economics, initially introduced the concept of a value chain in his 1985 book Competitive Advantage. Recognize the which are the two activities Michael Porter mentioned classify the same and summarize one of it.

(CO2) [Comprehension]
4. Distinguish the two term Market penetration and Market Development strategies organization seek to increase their business to the targeted market with one suitable example.

(CO2) [Comprehension]

5. The mistake of paying more attention to the specific products a company offers than to the benefits and experiences produced by these products. A brand focusing on the development of high-quality products for customers who disregard quality and only focus on the price is a classic example of which term of Marketing.

(CO1) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. Internet marketing is sometimes considered to have a broader scope because it not only refers to digital media, Internet marketing also includes management of digital customer data and electronic customer relationship management. Classify the various contemporary Practices today we use in marketing. Explain any two of them in the of light of e.Marketing .

(CO1) [Comprehension]

7. Take a glance at the technology all around you to see how complicated the market is now. The economy, society, and environment are all constantly evolving. Companies nowadays must develop strong client connections and produce value that matters to the consumer in light of these severe obstacles. These days, businesses consider more than just achieving their sales goals. Their emphasis is on providing customers with value and developing enduring connections with those customers based on the value they generated. Describe the Marketing Process steps and describe customer equity.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Whatever your size of business, PESTLE can identify threats, and more importantly, it can also highlight opportunities. Successful companies in a digital age see these opportunities and adapt or create new product ranges and boldly move into new markets. Illustrate the various PESTEL analysis of Mc.Donald company in the context of Indian Market.

(CO2) [Comprehension]