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**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Weightage: 40 %

Max Marks: 100

Max Time: 3 Hrs.

8th May 2018, Tuesday

END TERM FINAL EXAMINATION MAY 2018

Even Semester 2017-18 Course: **MKT 201 Marketing Management II** II Sem. MBA

Instruction:

- (i) *Read the question properly and answer accordingly.*
 - (ii) *Question paper consists of 3 parts.*
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Part A

(4Q x 7 M = 28 Marks)

1. Explain the following with one example each:
 - A) Scalloped PLC
 - B) FAD PLC

2. You are a marketing manager of a firm and about to launch a luxury restaurant in Rajankunte. Suddenly a new Intern named Kelly suggested that it's not a feasible idea. Do you agree with the intervention of Kelly? In either case of YES or No elucidate the reasons.

3. You are a Marketing Consultant and have recently encountered a client of company XYZ which is in deep trouble for some of its products which are not eco-friendly. You gave an advice to launch a new product range which are environment friendly in nature and promote Green Marketing. In the same lines explain the concept of Green Marketing First and then elaborate its importance in today's context.

4. Imagine yourself as a summer intern in Titan (Watches), located at one of the showrooms at MG Road. The problem given to you is that sales are coming down in the Showroom at MG road as compared to other outlets across Bangalore. What

could be some of the probable reasons in external environment for the same? Also suggest two strategies to resolve the problem.

Part B

(4 Q x 12 M = 48 Marks)

5. Imagine you are a dealer of breweries and beverages in Bangalore. You have to extend your Franchise in Delhi, Madhya Pradesh, Kerala and Orissa. What type of Environmental scanning with respect to micro and macro environment you would do? Explain.

6. What type of pricing strategy you would adopt for each of the following startup and why?

A) Men's Razor

B) Tours and Travels

C) Mosquito Repellant

D) Ladies Dress Material

E) Men's Watches

F) Restaurant

G) Marriage Planner's

H) Mobile Phone

I) Telecom Subscriber

J) Noodles

K) Herbal Perfumes

L) TYRE

7. Boston Consulting Group's Matrix can be compared and contrasted with product life Cycle. Explain the statement with suitable examples for each phase.

8. Who proposed Brand Prism? Explain the prism of the following:

A) Tata Nano

B) Lakme

Part C

(1Q x 24 M = 24 Marks)

Read the article and answer the questions at the end:

Top products to sell in 2018

by Swati Bucha on 19/01/2018

In order to be successful in an e-commerce business, you need three things: the best products to sell, the skills to market them correctly, and the drive to become a successful entrepreneur. We know you already have a winner's mindset and are constantly preparing to be successful in 2018 and to help you with a great start, we have compiled a list of top products that you can consider selling in 2018.

Trending products to sell in 2018

Sell natural beauty products online

A recent research states that by 2019*, India will emerge as a primary growth market in the skin care industry. Moreover, within the skin care industry a growing trend is veering towards natural and organic products infused with 'pure' ingredients. Thanks to the increased awareness, Indian consumers are now more conscious of their beauty choices, and this gives online sellers a great opportunity to enter this market and start selling chemical-free skincare products. Read this story of how a [team of doctors and an engineer sells natural skincare online](#) and has found success on platforms such as Amazon.

Sell portable LED projectors online

The portable projector industry is expected to be worth \$3.44 billion** by 2022. There is a huge demand for mini projectors that can easily be attached to a smartphone making it convenient for salespersons and other business professionals to carry around. So, if you are planning to create an online projector store you have the option to various LED projectors such as handheld projectors, mini projectors, lighting effect/laser projectors, amongst others. This product can be sold under Electronics category, which was also [one of the bestselling categories in 2017](#).

Sell phone accessories online

We all know that the phone accessories industry has been growing for years and by 2022, it should acquire a market of around \$107.3 billion***. Accessories such as phone cases, screen guards, earphones, and chargers have proven to be products with reliable and growing demand ever since the smartphone revolution. Selling phone accessories online is one of the most efficient ways to start a business in this niche. Since there are so many products you could sell, it offers a wide variety of product types.

Sell LED flame lamps online

The demand for LED lights is growing, because of their environment-friendly and electricity-saving property. Flame lamps are gaining popularity amongst homeowners and interior decorators for decorating interior spaces. You can complement flame lamps with LED candlelights. Selling strings of these fairy lights is a great way to catering to a niche market for first-time entrepreneurs.

Sell bags online

The demand for the global handbag and purse manufacturing industry has surged over the past five years to reach a worth of \$151 billion****. Backpacks, women's bags, men's bags, wallets,

and tote bags are just a few products you could sell online. You must keep in mind the peak season that starts when the back-to-school season starts. You can focus your online bag store on school, travel, fashion, among various others allowing your customers a wide variety to choose from. Read this [story of a housewife taking her husband's business online](#) by selling bags on Amazon.

So what are you waiting for? Make the most of the time, formulate a plan and be your own boss! Get started with your new business today, and grow it with [Amazon's help](#). Just [register with Amazon](#), list your products, and sit back and relax.

**India Retailing: Natural and organic products to be top reckoners in skin care industry*

***Markets and Markets: Pico Projector Market worth \$3.44 Billion by 2022*

****PRNewswire: Mobile Phone Accessories Market to Reach \$107.3 Billion by 2022, Globally - Allied Market Research*

*****IBIS World: Global Handbag & Purse Manufacturing: Market Research Report*

9. Choose one of the product categories from the above list and prepare the following for the same:
 - A. Give it a Name and prepare a brand for the same.
 - B. Explain which marketing Concept it would follow (Product. Production, Selling , Marketing etc)
 - C. Segmentation and Targeting Strategy
 - D. Competitors Analysis
 - E. Pricing Strategy
 - F. PLC
 - G. Promotion Strategy
 - H. Distribution Strategy



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PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Weightage: 20%

Max Marks: 60

Max Time: 2 HRS.

2 March Friday 2018

MID TERM EXAMINATION

SET B

Even Semester 2017-18 Course: **MKT 201 Marketing Management II**

II Sem. MBA

Instruction:

- (i) Read the question properly and answer accordingly.
 - (ii) Question paper consists of 3 parts.
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Part A

(5Q x 3 M = 15 Marks)

1. Selling Concept vs Marketing Concept.
2. Micro Environment Vs Macro Environment with one suitable example each.
3. What are steps you follow to analyze the competition?
4. What are the three variables for business market segmentation?
5. "Customization of B2B product is easy compared to B2C." Is the statement True or False? Justify your answer in no more than two sentences.

Part B

(5 Q x 5 M = 25 Marks)

6. Explain the value generation process from creating value for customer to capturing value from customer.
7. Explain how PESTL affects one's business. Explain with a suitable example.
8. What are the steps involved in marketing research process.
9. Explain the difference between consumer marketing and business marketing.
10. Do the SWOT analysis if Presidency University is planning to launch "School of economics".

Part C

(1Q x 20M = 20 Marks)

11. Using Porter's five forces analyze the competition among private/deemed universities in Bengaluru city. Your answer should support the Porter's five forces framework.