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**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - DEC 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. Not all products or services can be sold to all the consumers. As marketers, products need to be made available to specific consumer groups to satisfy their needs. Within this context, define segmentation with suitable examples.
(CO1) [Knowledge]
2. Segments can be divided into even smaller groups, called sub segments or niches. What do you understand by the term 'Niche'?
(CO1) [Knowledge]
3. Marketing as a function is very essential for any organization to be successful, and marketing cannot operate in isolation. Within this context, define Marketing Environment with suitable examples.
(CO1) [Knowledge]
4. In every business today, we often come across the concept of marketing and selling, a number of times. Though the terms marketing and selling sound familiar, however, there is a fine line that differentiates between these two concepts, which includes activities, process, outlook, and management etc. List any four differences between Marketing & Selling.
(CO1) [Knowledge]
5. Needs, Wants and Demands are a part of basic marketing principles. Marketing strategies should be based on your target market's needs, wants, and demands. Marketing is all about identifying and fulfilling the needs of the customer. Recall an example for Need, Want and Demand.
(CO1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries five marks.

(4Qx 5M= 20M)

6. Marketing concepts / Marketing management philosophies / Company Orientations are the philosophies used by the businesses to guide their marketing efforts. In simple terms, marketing concepts relate to the philosophy a business use to identify and fulfil the needs of its customers, benefiting both the customer and the company. Outline the five marketing philosophies and explain the reasons for 'Societal Marketing Concept' to be superior to all the earlier marketing philosophies.
(CO1) [Comprehension]
7. An organization must operate within an environment. Some of the elements within this environment may or may not be in direct control of the organization. Within this context, with any suitable example, discuss the marketing environment
(CO1) [Comprehension]
8. "Do needs pre-exist marketing or does marketing creates needs?"
(a) Identify your point of view on the statement above.
(b) Defend your point of view with suitable examples.
(CO1) [Comprehension]
9. 'GoldRoof' is a real-estate developer, selling villas, apartments and commercial office spaces in the cities of Bengaluru & Hyderabad. They have launched few new projects of apartments in Bengaluru recently, as the demand has picked up for real-estate. You are planning to buy a flat and seriously evaluating various upcoming projects. In this context, explain the role and significance of the three factors influencing the Consumer Behaviour, while buying a product like apartment.
(CO1) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries ten marks.

(2Qx 10M= 20M)

10. The male fairness segment industry is pitched around 250-Crores and the industry is growing at a scorching 150% year-on-year. The industry has woken up to the fact that there is a rising trend of "Being Metrosexual" and a huge demand for "Male Grooming" products – particularly driven by the desire to look as fair as the fairer sex. ABC company recently launched "Groom Plus" – the first men's fairness cream and claims that the market feedback is highly positive and encouraging. It is now planning an extension of "Groom Plus" products such as face bleaches, shaving creams, lotions etc., So far, men used fairness creams / bleaches that were available in parlour packs. Further research showed that men prefer bleach of their own with its own fragrance and specific skin type formulations – especially branded ones.

Questions:

- (a) Select the bases for segmentation of market for "Groom Plus" products
(b) Discuss the factors influencing the men in adopting "Groom Plus" products

(CO1) [Comprehension]

11. The male fairness segment industry is pitched around 250-Crores and the industry is growing at a scorching 150% year-on-year. The industry has woken up to the fact that there is a rising trend of "Being Metrosexual" and a huge demand for "Male Grooming" products – particularly driven by the desire to look as fair as the fairer sex. ABC company recently launched "Groom Plus" – the first men's fairness cream and claims that the market feedback is highly positive and encouraging. It is now planning an extension of "Groom Plus" products such as face bleaches, shaving creams, lotions etc., So far, men used fairness creams / bleaches that were available in parlour packs. Further research showed that men prefer bleach of their own with its own fragrance and specific skin type formulations – especially branded ones.

Questions:

- (a) Select the bases for segmentation of market for "Groom Plus" products
(b) Discuss the factors influencing the men in adopting "Groom Plus" products

(CO1) [Comprehension] 2/2