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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA2005

**Course Name**: Marketing Management

**Program**: BBA

**Date**: 12//07/2024

**Time**: 09.30am to 12.30Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1 Define marketing. (C.O.1) [Knowledge]

2. Identify two core concepts of marketing. (C.O.1) [Knowledge]

3. Describe the difference between marketing and selling. (C.O.1) [Comprehension]

4. Define green marketing. (C.O.1) [Knowledge]

5. Identify two components of the internal marketing environment. (C.O.2) [Knowledge]

6. Describe the importance of SWOT analysis for a business. (C.O.2) [Comprehension]

7. Describe the factors influencing consumer behavior. (C.O.5) [Comprehension]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Describe the role of marketing in an organization and explain how it has evolved over time. (C.O.1) [Comprehension]

9. Compare the internal and external marketing environments and explain their impact on marketing strategies. (C.O.2) [Comprehension]

10. Explain the product life cycle (PLC) and its significance to marketers. (C.O.3) [Comprehension]

11. Differentiate between cost-based pricing and competition-based pricing and describe the factors that affect each pricing strategy. (C.O.3) [Comprehension]

12. Describe the process of market segmentation and explain its benefits to an organization. (C.O.4) [Comprehension]

13. Describe the concept of customer loyalty and lifetime value and explain their significance in marketing. (C.O.5) [Comprehension]

14. Explain the AIDA model and discuss its application in advertising. (C.O.3) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Amazon has successfully utilized e-marketing strategies to become a global leader in e-commerce. Despite this, the company faces challenges in differentiating itself from competitors and enhancing customer experience.

Question: Illustrate how Amazon can further enhance its e-marketing strategies to address these challenges. Provide specific examples of techniques and initiatives that could be implemented. (C.O.1) [Application]

16. Coca-Cola faces difficulties in managing its global marketing operations and ensuring effective segmentation in diverse markets. The company wants to improve its segmentation strategy to better target local markets.

Question: Describe the steps Coca-Cola should take to improve its market segmentation strategy. Discuss the importance of effective segmentation and how it can benefit the company. (C.O.4) [Application]

17. Nike has historically used a strong brand positioning strategy to establish itself as a leader in the athletic apparel market. However, the company faces challenges in maintaining its brand positioning amidst increasing competition.

Question: Explain how Nike can enhance its brand positioning strategy to maintain its leadership position. Discuss the role of differentiation and positioning maps in this process. (C.O.4) [Application]