



PRESIDENCY UNIVERSITY,  
BENGALURU

SCHOOL OF MANAGEMENT

SET A

MID TERM EXAMINATION

Odd Semester: 2018-19

Course Code: MKT 101

Course Name: Marketing Management

Branch & Sem: MBA I Sem

Date: 25 October 2018

Time: 2 Hours

Max Marks: 40

Weightage: 20%

**Instructions:**

(i) All parts of the question paper are compulsory

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks. (4x3=12)

1. What is Marketing Management? Briefly explain the importance of Marketing Management.
2. On what basis consumer market is segmented? Explain with suitable examples.
3. Define positioning. What are the factors considered for positioning?
4. What is a marketing strategy? Discuss various marketing strategies used by various e commerce firms during festival season in India.

**Part B**

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

5. Explain the five C's of Marketing with suitable examples.
6. "Marketing in today's world is about creating customer delight". Justify.
7. Briefly explain various concepts of Marketing.

**Part C**

Answer **both** the Questions. **Each** Question carries **eight** marks. (2x8=16)

8. Explain the P's of Marketing for a hospital.
9. Environmental factors play a crucial role in framing marketing strategies of an organization. Elucidate this statement highlighting environmental scanning with real world examples.



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**SET B**

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**Course Code:** MKT 101

**Time:** 2 Hours

**Course Name:** Marketing Management

**Max Marks:** 40

**Branch & Sem:** MBA I Sem

**Weightage:** 20%

**Instructions:**

- (i) *Draw flow chart or diagram for any required questions*
- (ii) *All parts of the question paper are compulsory*

**Part A**

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

1. What is marketing management? Write any three things which can be marketed?
2. Explain the four core concepts of marketing?
3. Explain the importance of marketing.

**Part B**

Answer **all** the Questions. **Each** question carries **six** marks. (2x6=12)

4. Explain how Flipkart and Amazon are executing their positioning strategies in Indian market.
5. Explain 4Ps & 5Cs framework with an example.

**Part C**

Answer **all** the Questions. **Each** question carries **eight** marks. (2x8=16)

6. Assume you are going to start a chemical factory in Peenya industrial Area, Bengaluru. Explain what are the environmental factors you consider before you start your factory?
7. Titan watches is planning to launch two new models as follows.
  - a. Jewelry analog watch collection with starting price at Rs.20,000/- and above
  - b. Digital watch collection with starting price Rs.1000/- to Rs.2000/-

If you are the product manager of the above two watches explain the segmentation process each scenario.



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**SET A**

**MID TERM EXAMINATION**

**Odd Semester:** 2018-19

**Course Code:** MKT 101

**Course Name:** Marketing Management - I

**Branch & SEM:** MBA & I Sem

**Date:** 23 November 2018

**Time:** 2 Hours

**Max Marks:** 40

**Weightage:** 20%

**Instructions:**

(i) *Write legibly and be as concise as possible.*

**Part A**

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

(4x3=12)

1. Define 'Marketing' according to the Classic definition by Philip Kotler
2. What do you mean by Core Competency?
3. What is the difference between Needs and Wants?
4. What do you mean by Marketing Strategy?

**Part B**

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

(2x6=12)

5. With examples explain the concept of 5Cs of Marketing
6. What are the 4 elements of a BCG Matrix? Classify the following products of Apple into the elements of BCG, and explain why and how you categorized them
  - a) Apple iphones
  - b) Apple TV
  - c) Apple MacBook
  - d) Apple ipod

**Part C**

Answer questions provided at the end of Case. Questions carry **Sixteen** marks (1x16 =16)

**CASE – INTERNET MARKET CAMPAIGN**

Case Points: How Domino's Managed a Viral Video Nightmare

On April 13, 2009, the Domino's Pizza corporate office received a notice from a website called Consumerist.com that it had just posted a video to its website and they wanted to inform Domino's. In the video, two Domino's store employees were seen joking around in the kitchen as they contaminated and purposely spoilt the food that the customer had ordered with unhygienic and unsanitary stunts such as urinating on the pizzas, sticking the cheese up their noses before adding it to a customer's sandwich, and spitting on the inside of the burger bun and even throwing dirt on the pizzas sauces. This immediately went full blown and was a viral sensation on the internet and received a million hits on the internet.

It was a nightmare and a huge negative publicity for Domino's and a reality shock for it as they realized how their top-brand quickly and easily spoilt its own reputation, and how the digital / internet world can help turn respectable businesses into unsuspecting victims.

### **Challenge**

Domino's Pizza is the one of the world's leading pizza chains, with over 8,700 stores in more than 50 countries, with around 5,000 alone in the US, most of them franchised.

Over the past 49 years, the company has built a reputation as a trusted doorstep delivery business that supports the communities in which it resides. The company has also built a fairly good reputation when it comes to dealing with various crisis situations that threaten to spoil that trust. *"We have a great food distribution system, great suppliers, and great mechanisms in place in the event that we have to participate in a recall,"* the CEO always mentions

Still, none of that prepared the company for what took place on the evening of April 12, 2009 when two bored adult employees produced a video that showed them tainting and purposely spoiling the food that customer had ordered. They then posted the video to YouTube.

Domino's learned of the video after it had been posted to YouTube and several other sites, including The Consumerist, which was courteous enough to inform Domino's within an hour of its posting.

### **Case Questions**

- 7a) During this crisis situation how do you feel Domino's should respond to save its market reputation?
- 7b) What should be the marketing strategy (especially internet market strategy) for Domino's to re-brand itself and win back the confidence of its customers?



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**Course Code:** MKT 101

**Time:** 2 Hours

**Course Name:** Marketing Management - I

**Max Marks:** 40

**Branch & SEM:** MBA & I Sem

**Weightage:** 20%

**Instructions:**

(i) *Write legibly and be as concise as possible.*

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks. (4x3=12)

1. Define 'Marketing' according to the Classic definition by Peter Drucker
2. What do you mean by Competitive Advantage?
3. What do you mean by Entrepreneurial Marketing?
4. What are the 4P's of Marketing? Give examples

**Part B**

Answer **all** the Questions. **Each** question carries **six** marks. (2x6=12)

5. What is 'SWOT' analysis? Explain each of the elements of the SWOT analysis for online retailer company, 'Amazon'
6. Explain the 4 elements of a BCG Matrix? Classify the following products of Coca Cola into the elements of BCG, and explain why and how you categorized them
  - a) COKE
  - b) Diet Coke
  - c) Kinley Mineral Water
  - d) Minute Maid

**Part C**

Answer questions provided at the end of Case. Questions carry **Sixteen** marks (1x16 =16)

**Case Studies: Marketing Strategy of Patanjali**

Patanjali Ayurvedic Limited is one of the fastest growing Indian FMCG companies which was established in 2006 by Baba Ramdev along with Acharya Balkrishna. Its manufacturing unit and headquarters are located in industrial area of Haridwar and the registered office is located in Delhi.

However, Baba Ramdev does not own any stakes in the company but plays an important role in the brand gaining visibility by marketing Patanjali's product in his yoga camps.

Some of the main products of Patanjali are Patanjali Moisturizer Cream, Patanjali Multani Mitti Face Pack, Patanjali Aloe Vera Juice, Patanjali Yoga Sutra, Patanjali Coconut Hair Wash, Patanjali Sheetal oil, Patanjali Sunscreen, Patanjali Aloe Vera apricot Face Scrub, Patanjali Anti-wrinkle Cream, and Patanjali Drishti Eye drop.

Patanjali is leading over its competitors due to following reasons – (i) Innovation in products (ii) Pricing – Patanjali sells its product at a lower price to meet consumer demands (iii) Brand Marketing - Patanjali has given a tough competition to some of the FMCG majors in the area of hair care, oral care and over-the-counter products across its brands through impressive brand marketing by Baba Ramdev. It is expected Patanjali could attain a net turnover of Rs 20,000 crores by the year 2020, and the new launches of Patanjali include Patanjali Noodles, Dant Kanti Advance, Sugar-free Chyawanprash, Seabuckthorn dietary supplement and powdered hair dye.

Because Patanjali has come up with many such new products, its competitors have also improvised in innovation in the Ayurvedic as well as herbal products. For example, companies like Colgate launched Vedshakti toothpaste and L'Oreal introduced a new product with the natural ingredient in hair care range under Garnier Ultra Blends, Godrej Consumer launched neem mosquito oil, a crème hair color that has coconut oil and new variants in natural soaps and Hindustan Unilever (HUL) launched hair care products like Ayush antidandruff neem shampoo, Ayush antidandruff neem conditioner, and skin care products like Ayush saffron face cream and pain balms on e-commerce platforms under Ayush Therapy.

When competitors such as Hindustan Unilever, Dabur, ITC, Colgate – Palmolive, and Procter & gamble are struggling to hold the double-digit growth rate, Patanjali Ayurveda is showing continued annual growth of more than 100 percent in all products

### ***Case Questions***

7a) What is the overall marketing strategy of Patanjali?

7b) Do you feel that Patanjali's marketing strategy will work in the long run and will it continue to grow at the same levels of high growth?



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**SET A**

**END TERM FINAL EXAMINATION**

**Odd Semester:** 2018-19

**Date:** 31 December 2018

**Course Code:** MKT 101

**Time:** 3 Hours

**Course Name:** Marketing Management - I

**Max Marks:** 80

**Programme & Sem:** MBA & I Sem

**Weightage:** 40%

**Instructions:**

- (i) **Answer all the questions.**
- (ii) **Write legibly.**

**Part A**

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

(4Qx5M=20)

1. What is meant by Market Segmentation? Describe the criteria of successful Market segmentation?
2. What is Pricing? Explain various pricing strategies.
3. Explain in brief the Five stages in the Buying Decision process.
4. What do you mean by Product Mix? List and explain each of the product mix elements with examples.

**Part B**

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

(3Qx10M=30)

5. "Celebrity Endorsement is the need of the hour for brand promotion". Enumerate this statement with five examples.
6. Critically review the role of intermediaries in the distribution of goods and services and explain the impact of online marketing on these channels by providing examples.
7. Describe and explain with examples the 'Product Levels' model by Philip Kotler. Explain with examples.

**Part C**

Answer **both** the Questions. **Each** question carries **fifteen** marks.

(2Qx15M=30)

8. What do you understand by product life cycle (PLC)? Provide an example of a product that has gone through the different phases of a PLC. Discuss implications and limitations of product life cycle concept.
9. Assume you are the Marketing Consultant of a company that is launching a new Bollywood Movie across theatres and multiplexes in India. What are the different kinds of advertising and promotional strategies you would suggest? Describe and discuss each of them with examples.



Roll No.

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**SET B**

**END TERM FINAL EXAMINATION**

**Odd Semester:** 2018-19

**Date:** 31 December 2018

**Course Code:** MKT 101

**Time:** 3 Hours

**Course Name:** Marketing Management - I

**Max Marks:** 80

**Programme & Sem:** MBA & I Sem

**Weightage:** 40%

**Instructions:**

- (i) Attempt all the questions
- (ii) Draw diagrams/flow charts for required questions

**Part A**

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

(4Qx5M=20)

1. Is the consumer decision making process is similar or different if consumer is buying a product online when compared to buying the product from brick and mortar store? Justify your answer based on the steps involved in consumer decision making process.
2. Explain the levels in product with suitable examples.
3. Which pricing strategy you adopt for the following marketing objectives. Justify your answer.
  - a. To increase the revenue
  - b. To increase the market share.
4. Explain under what situations you apply pull strategy versus push strategy in distribution management.

**Part B**

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

(3Qx10M=30)

5. Write a short notes on the following with suitable examples:
  - a. Green Marketing
  - b. On-line Marketing
6. Explain PLC. Explain the patterns for style, fashion and fad.
7. Explain how marketing of services is different from marketing of products.



### Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks. (2Qx15M=30)

8. Assume one of your relatives is going to start a brand new packet milk business. Being a management graduate your relative approached you to suggest an IMC (promotion) strategy. Explain what are the media options you recommend to your relative?
9. You are a sales and marketing manager and you have just launched a new mobile phone in the market, which you found to have a basic design defect. In the meeting with the CEO of the company, in the presence of production head and marketing head, you have pleaded to stop selling, rectifying the defect, and thereafter, produce and sell the phone in the market. The CEO does not agree and insists you should continue selling and production to continue producing and rectifying the defect, in the meantime. Your marketing head does not say anything. You think it is not ethical to sell a defective product. What will you do?