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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations July 2024**

**Winter Semester**: II

**Course Code**: MGT 132

**Course Name**: Marketing Management

**Program**: BBA

**Date**: 03 JULY 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 Programmable 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. List out the functions of marketing (C.O.No.1) [Understand]

2. Define Societal marketing (C.O.No.1) [Remember]

3. Summarize the 4 quadrants of the Ansoff Matrix? (C.O.No.2) [Understand]

4. What role do intermediaries play in the channel levels of FMCG distribution? (C.O.No.3) [Understand]

5. Mention the basic types of sales promotion techniques used in the FMCG industry? (C.O.No.3) [Understand]

6. Draw a positioning map for popular online streaming services based on subscription cost? (C.O.No.4) [Understand]

7. Define CRM. (C.O.No.5) [Remember]

**Part B**

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

8. Describe the core concepts of marketing, such as customer needs, market segmentation, and value proposition, interact to create a successful marketing strategy for a new product launch? (C.O.No.1) [Analyze]

9. Explain the interrelationships between micro-environment factors and macro-environment factors in shaping a company's marketing decisions? (C.O.No.2) [Evaluate]

10. Draw the PLC graph. Explain each phase in brief, and identify suitable examples of products which are in each category (C.O.No.3) [Apply]

11. Design a pricing strategy for a new two-wheeler electric scooter targeting urban commuters. Suggest the appropriate pricing model. (C.O.No.3) [Apply]

12. Propose a targeting strategy for a fitness app aimed at senior citizens? What specific demographics and psychographics would you consider? (C.O.No.4) [Apply]

13. Illustrate the concept of the BCG Matrix and how it categorizes products or services based on market growth rate and market share. Provide an example to illustrate your explanation.

(C.O.No.2) [Evaluate]

14. Evaluate the impact of social media on consumer decision-making processes. How does it influence consumers' perceptions and purchasing behaviors?

(C.O.No.5) [Evaluate]

**Part C**

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

15. Concepts and theories have evolved over a period of time through extensive experiments and research which is also applicable to the concept of marketing. Describe the evolution of marketing concepts over the years and substantiate the evolution with examples.

(C.O.No.1) [Analyze]

16. Evaluate the attractiveness of the online streaming industry using Porter's Five Forces. What are the main factors driving competition, and how might these forces affect the profitability of streaming services?

(C.O.No.2) [Apply]

17. Develop a comprehensive STP strategy for a new line of luxury smart watches designed for fashion-forward consumers who value both style and functionality. Outline how you would segment the market, select target segments, and position the products to appeal to affluent customers and stand out in the competitive smart watch market.

(C.O.No.4) [Create]