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**Presidency University**

**Bengaluru**

**SCHOOL OF LAW**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBL2005

**Course Name**: Marketing Management

**Program:** BBA LLB

**Date**: 02 JULY 2024

**Time**: 9.30 AM-12.30 PM

**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 FOUR Questions. (5 Q x 4 M = 20 M)**

1. Define the marketing concept. (C.O.No.1) [Remember]

2. List down the stages of the product life cycle. (C.O.No.1) [Remember]

3. Define consumer behavior. (C.O.No.1) [Remember]

4. Discuss how cultural factors influence consumer buying decisions. (C.O.No.1) [Remember]

5. Name three pricing strategies used in marketing. (C.O.No.1 [Remember]

6. Describe how market segmentation helps in targeting specific customer groups. (C.O.No.1) [Remember]

**Part B**

**Answer any FOUR Questions. (4 Q x 10 M = 40 M)**

7. Create a pricing strategy for a luxury clothing brand targeting high-income consumers. (C.O.No.2) [Understand]

8. (Analyze how a company can use consumer behavior insights to develop a new product.C.O.No.3) [Understand]

9.. Develop a promotional campaign for a summer music festival aimed at young adults. (C.O.No.3) [Understand]

10. State the term Digital Marketing. Provide proper examples. (C.O.No.2) [Understand]

11. Explain Marketing Mix with suitable examples. (C.O.No.3) [Understand]

12.Discuss the concept of the product life cycle (PLC) and its significance in marketing management. (C.O.No.3) [Understand]

**Part C**

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

13. You are a marketing manager for a fashion retailer specializing in sustainable and ethically sourced clothing. Your company is launching a new line of eco-friendly active wear targeting environmentally conscious consumers who are also fitness enthusiasts. The active wear line uses recycled materials and production processes that minimize environmental impact. Your task is to develop a marketing strategy based on understanding consumer behaviour to effectively promote this new line.

**Question**: Based on the scenario provided, outline a marketing strategy that leverages consumer behaviour insights to successfully launch and promote the eco-friendly active wear line. (C.O.No.4) [Apply]

14. You are a strategic planner for a global consumer goods company that offers a diverse portfolio of products across multiple categories such as personal care, home care, and food products. The company is reviewing its product portfolio to allocate resources more effectively and prioritize investments for future growth. Your task is to apply the Boston Consulting Group (BCG) matrix to analyze the company's product portfolio and recommend strategic actions for each product category.

**Question**: Based on the scenario provided, apply the BCG matrix to categorize the products in the company's portfolio (personal care, home care, and food products) as stars, cash cows, question marks, or dogs. (C.O.No.5) [Apply]

15. You are working as a marketing strategist for a tech company launching a new line of smart home devices, including smart speakers, smart plugs, and smart thermostats. The target market for these products includes tech-savvy millennials living in urban areas who prioritize convenience and sustainability in their lifestyle choices. Your task is to develop a segmentation, targeting, and positioning (STP) strategy to successfully introduce and promote these smart home devices to the target market

**Question:** Based on the scenario provided, outline an STP strategy that includes market segmentation, target market selection, and positioning for the new line of smart home devices aimed at tech-savvy millennials in urban areas who value convenience and sustainability

(C.O. No 5) [Apply]