



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 50 %

Set A

COMPREHENSIVE EXAM

II Semester 2016-2017 Course: **MBA A 106 Marketing Management**

07 June 2017

Instructions:

- i. Write legibly
- ii. Draw tables and diagrams wherever required.

Part A

(10Qx2M=20M)

1. Write any two functions of CMO.
2. What is QSP?
3. What are the four elements of Holistic Marketing?
4. What are the three components of marketing environment?
5. Write any two target market strategies.
6. Define positioning?
7. What is difference between expected product and augmented product?
8. What is the difference between price leadership and loss leaders?
9. What is the meaning of zero-level and two-level consumer marketing channels?
10. Define Marketing Communications?

Part B

(8Q x 5M= 40M)

11. Write any five differences between physical goods and services.
12. What are the ethical issues in Marketing?
13. Write the importance of International Marketing?

14. According to white paper published by Colliers International and Frost & Sullivan, explain how multisensory customer experience is redefining consumer experience.
15. What is Marketing Channel? Explain the difference between push strategy and pull strategy with suitable examples.
16. What are the steps involved in setting price?
17. Explain the stages of PLC.
18. What are 4Ps? Explain product concept, production concept, selling concept and marketing concept in one sentence.

Part C

(2Q x 20M= 40M)

19) Market segmentation is one of the oldest marketing tricks in the books. With the customer population and preferences becoming wider, and the competitive options becoming more available, market segmentation has become critical in any business or marketing plan. In fact, people launch products keeping the market segmentation in mind. Mention how you are going to segment the market for the following brands Evian & Kinley based on:

- | | |
|----------------------|------|
| a. Demographic. | (8M) |
| b. Geographic. | (4M) |
| c. Psychographic and | (4M) |
| d. Behavioral. | (4M) |



Price: Rs.225 for 330 ml



Price: Rs.20 for 1 liter

20. a) Assume one of your friends is going to start a chain of ice cream parlors in Bengaluru. He/She approached you to suggest how to promote the chain of ice cream parlors in Bengaluru city. Suggest an IMC strategy with respect to ice cream parlors. (15M)
20. b) “Are all the marketing communications’ methods are paid?” Justify your answer. (5M)



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Max Marks: 50

Max Time: 120 Mins

Weightage: 25 %

Set A

TEST 2

II Semester 2016-2017 Course: MBA A 106 Marketing Management

12 April 2017

Instructions:

- i. Write legibly

Part A

(6 Q x 1 M= 6 Marks)

1. What is Segmentation?
2. What is Targeting?
3. What is Positioning?
4. What is Core Product?
5. What is PLC?
6. What is Captive Product Pricing?

Part B

(8 Q x 4 M= 32 Marks)

1. "Is market segmentation an important element for marketing company's products"?
Explain the basis for market segmentation for consumer products.
2. Is consumer purchase decision process is similar or different with low involvement and high products? Justify your answer.
3. In five product levels which levels are more challenging to the Marketer? Explain with suitable example.
4. If you are a Brand Manager of a new mobile company what should be your positioning strategy? Support your answer based on the factors to consider for selecting a positioning strategy.
5. What pricing strategy you adopt to launch a new luxury brand Rolex Watch? Do you adopt the same pricing strategy if you launch new Titan Watch targeting middle class customers? Justify your answer.
6. Explain with an example how Optional Product Pricing is different from Captive Product Pricing?
7. What are the pricing strategies you adopt based on competition?
8. How the PLCs differ from Style, Fashion & Fad?

Part C

1. One of your close friends who is an Engineering Graduate wants to start up a Company. He has three different product ideas and he is so confused on which idea he should work on as he doesn't have enough financial resources to work on all the three ideas. He approached you for an advice to help him to choose the best idea among the three. Being a Management student on what basis you will evaluate the three ideas and help your friend to choose the best among the three.

(1 Q x 12 M= 12 Marks)



**PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 50

Max Time: 55Mins

Weightage: 25 %

Set A

TEST 1

II Semester 2016-2017 Course: **MBA A 106 Marketing Management**

22 February 2017

Instructions:

- i. Write legibly

Part A

(5 Q x 1 M= 5 Marks)

1. What is marketing?
2. What is selling concept.
3. 4Ps of marketing is called _____
4. "Sales revenue is a part of internal marketing". State whether this statement is True or False with one line explanation.
5. What is IMC?

Part B

(5 Q x 5 M= 25 Marks)

1. "Products and services are marketable". What are the other things which are marketable? Explain with examples.
2. In what way you think business to business is different from business to consumer? Are there any other types of customer markets available? If yes state them.
3. In what way relationship marketing is different integrated marketing?
4. Can you market products and services without place? Justify your analysis with a suitable example.
5. In what way you think competition and privatization affects new age marketing?

Part C

(1 Q x 20 M= 20 Marks)

Marketing has often been defined in terms of satisfying customers' needs and wants. Critics, however, maintain that marketing goes beyond that and creates needs and wants that did not exist before. They feel marketers encourage consumers to spend more money than they should on goods and services they do not really need.

Do you **agree/disagree/neither agree nor disagree** on the above critics' opinion? Support your answer applying the marketing concepts with suitable examples.