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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF LAW

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester II - 2023

**Course Code :** BBL2005

**Course Name :** Marketing Management

**Program :** BBA LLB Honors

**Date :** June 20, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY FOUR QUESTIONS 4Q X 5M = 20 MARKS**

* 1. Define the marketing concept.
  2. Name three pricing strategies used in marketing.

(CO1) [Knowledge] (CO2) [Knowledge]

* 1. Explain the significance of each P (Product, Price, Place, and Promotion) in marketing strategy.

(CO3) [Knowledge]

* 1. Explain the difference between demographic, psychographic, and behavioral segmentation.

(CO4) [Knowledge]

* 1. Define target marketing.
  2. Explain the role of social media in shaping consumer behavior.

(CO5) [Knowledge] (CO6) [Knowledge]

**PART B**

**ANSWER ANY FOUR QUESTIONS 4Q X 10M = 40 MARKS**

* 1. Create a pricing strategy for a luxury clothing brand targeting high-income consumers.

(CO3) [Application]

* 1. Identify and prioritize target market segments for a luxury car brand based on income levels and lifestyle preferences.

(CO4) [Application]

* 1. Analyze how a company can use consumer behavior insights to develop a new product.

(CO5) [Application]

* 1. Explain the role and significance of the marketing function within an organization.

(CO1) [Application]

* 1. Compare and contrast the buying behaviors of online shoppers versus traditional in-store shoppers.

(CO5) [Application]

* 1. You are a strategic analyst working with a large multinational corporation that operates in various industries, including consumer goods, electronics, and automotive. The company's management is seeking your assistance in analyzing its diverse portfolio of business units to determine their strategic positions and allocate resources effectively. They want to understand which business units have the potential for growth and which ones may require divestment or restructuring.

Question: Using the BCG Matrix framework, analyze the company's portfolio of business units and provide recommendations on strategic actions for each quadrant of the matrix.

(CO2) [Application]

**PART C**

**ANSWER ANY TWO QUESTIONS 2Q X 20M = 40 MARKS**

* 1. You are the customer relationship manager for a leading telecommunications company that offers a range of services including mobile plans, internet subscriptions, and digital TV packages. Due to increased competition in the market, customer retention has become a top priority for your company. Your task is to develop a customer relationship management (CRM) strategy to enhance customer loyalty and reduce churn rates.

Question: Based on the scenario provided, outline a CRM strategy that leverages customer behavior insights to improve customer retention and loyalty for the telecommunications company.

(CO5) [Analysis]

* 1. 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.

(CO6) [Analysis]

* 1. You are the marketing manager for a startup that has developed a unique mobile app for fitness tracking and personalized workout plans. The app is targeted towards fitness enthusiasts and individuals looking to improve their health and wellness. Your task is to develop a promotional strategy to effectively launch and promote the app in a competitive market dominated by established fitness apps.

Question: Based on the scenario provided, outline a promotional strategy that includes a mix of online and offline promotional tactics to successfully launch and promote the fitness tracking app to your target audience of fitness enthusiasts and health-conscious individuals.

(CO5) [Analysis]