

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester: Semester II - 2023

Course Code: BBA2005

Course Name: Marketing Management

Program: BBA

Date : June 11, 2024

Time : 9:30 AM - 12:30 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART - A

ANSWER ANY 5 QUESTIONS

5 X 2 = 10

1. Holistic marketing is a marketing philosophy that believes 'everything matters' and that a business cannot exist and excel in vacuum. This is an approach which proposes that marketing should be looked from a broad and integrated perspective and not as an isolated management function. Briefly state the components of the philosophy.
(CO1) [Knowledge]
2. Marketing activities of business firm are affected by a large number of environmental factor that surround the company. Describe meaning of marketing environment.
(CO2) [Knowledge]
3. Most profitable stage, brand awareness is there, Primary goal is to maintain market share and extend the product life cycle, Advertising expenditure will be reduced, is recognized as which stage of product life cycle?
(CO3) [Knowledge]
4. A firm attempt to serve all customer groups with all of the products they might need. Only very large firms can undertake entire market coverage strategy. For Examples IBM (computer market), General Motors (vehicle market), and Coca-Cola (drink market). Firms can cover a whole market in two broad ways: through undifferentiated marketing or differentiated marketing called as which type of selection.
(CO4) [Knowledge]
5. When Consumers have too narrow view of the brand, the state where the buyers or perspective buyers attaches a very narrow image for the brand. They have perception about a particular brand due to lack of information of pre decided notion called as;
(CO4) [Knowledge]

6. The Howard Sheth Model is a method for organizing the logical processing of information after examining the combined effects of social, psychological, and marketing aspects on consumer and business buyer preferences and purchasing behavior. The concept was published in their book 'The Theory of Buyer Behavior'. According to the model Inputs in the form of stimuli and Output beginning with the attention given to stimulus & ending with purchase. Briefly list the buyer's decision making depicted by Howard Sheth model.

(CO5) [Knowledge]

7. In marketing, post purchase behavior relates to consumers' expectations, feelings about brands and internal logic when deciding to buy something. Marketers try to be aware of potential conflicts or expectations that might affect buying decisions. Briefly define this state of purchase behavior.

(CO5) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. Even if a product is well-designed, nicely packaged, competitively priced, and built using cutting-edge technology, it may not succeed. Customers will not buy anything merely because it is amazing; rather, they will only buy a product that fits their needs. In this context, examine the various product concept philosophies and present examples that explain the holistic marketing concept.

(CO1) [Comprehension]

9. Marketing may be studied from a variety of perspectives. For some, it meant selling at a store or market; for others, it meant researching a specific product and its market movements; for still others, it meant examining the people who move the product—wholesalers, retailers, agents, and so on; and for still others, it meant studying commodity behavior and how people move it. Before reaching the different levels, the approach of studying marketing passed through several stages. The advancement of these approaches is continuous. Explain the various approaches to marketing briefly, using one example.

(CO2) [Comprehension]

10. Any tangible or intangible good or service that is conceived, produced, and offered for purchase or consumption in the market is referred to as a "product." It includes both digital and physical products, such as software, e-books, and online services, in addition to tangible items like gadgets, apparel, and furniture. Products exist in a variety of shapes that accommodate a wide range of tastes and purposes, and they may be made to specifically suit the needs and desires of businesses or individual consumers. In the end, because they give value and satisfaction to those who use or purchase them, goods are vital to commerce and the economy as a whole. Describe various levels of product with example.

(CO3) [Comprehension]

11. Every customer has different needs, thus a one-size-fits-all marketing plan will not work to engage people across the board. Marketing segmentation enables businesses to separate people into several categories in order to understand their requirements and connect with them effectively. This provides firms a competitive edge and increases Return on Ad Spend (ROAS). Classify Mass Vs segmentation marketing on various parameters.

(CO4) [Comprehension]

12. Marketing differentiation is creating unique products and services to attract and keep clients. Marketing differentiation allows companies to differentiate their services from rivals in a variety of ways, including price, quality, service, innovation, and accessibility. Illustrate with example Marketing differentiation.

(CO4) [Comprehension]

13. Illustrate Pareto principle and its significance in marketing world.

(CO5) [Comprehension]

14. To comprehend the impact of elements that influence purchasing decisions in relation to consumer engagement measurement. Consumption expenditures are purposely segmented according to the categorization established by the Statistical Office of the European Community. The poll revealed that the most critical variables influencing purchases across all commodity groups are product attributes and perceived quality. Along with them is the factor price; however, for the commodity group, health price did not show on the scale of perceived relevance at all. Interpret with example factors influencing consumer behaviour.

(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. Understanding the value of marketing channels is critical in business. Marketing channels are the link between you and your target audience. They enable the smooth interchange of information between your brand and its customers, allowing you to reach a larger audience and raise awareness of your products and services. Describe the channel of distribution types and importance.

(CO3) [Application]

16. Briefly describe and distinguish between the consumer and business markets based on several characteristics. Examples include the market, services, purchasing behaviour, distribution route, pricing, and advertising.

(CO4) [Application]

17. The consumer decision-making process may appear mysterious, yet when making a purchase, all consumers follow fundamental processes to discover which items and services would best meet their requirements. Consider your personal thought process while buying anything large, such as a car. Before making a purchase selection, you examine your needs, conduct research, and compare your possibilities. Afterward, you frequently question if you made the correct decision. If you work in sales or marketing, have a greater effect by putting yourself in the shoes of the customer and analysing the phases in the consumer decision-making process. Interpret the various stages of consumer decision making process.

(CO5) [Application]