

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

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

Semester : Semester IV -2022

Course Code : BBA2005

Course Name : Marketing Management

Program : BBA

Date : June 6, 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. Define Greenvertising Marketing Management. (CO1) [Knowledge]
2. They are foundation of the company and often the stars of yesterday. They generate more cash than required. They extract the profits by investing as little cash as possible. They are located in an industry that is mature, not growing or declining. According to the BCG matrix such products lies in which quadrant (CO2) [Knowledge]
3. Define Physical evidence in marketing management. Give one example. (CO3) [Knowledge]
4. Mention various stages of segmentation. (CO4) [Knowledge]
5. List few type of positioning errors. (CO4) [Knowledge]
6. Mention two difference between Transactional vs relationship marketing. (CO5) [Knowledge]
7. Define cognitive dissonance in post purchase behaviour. (CO5) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. What our business provides—goods, services, and customer care—defines its worth. However, if your company sells a variety of goods, you must have a thorough understanding of your product mix and the whole scope of what you can give them. Product mix may assist businesses in identifying both their base of devoted customers and those who are moving to rival brands. They may use this to immediately aid in the planning and development of initiatives aimed at boosting sales efficiency. For instance, if you are in charge of a company's chain of hotels, you may provide your guests with a variety of room types, gardens, and swimming pools all in one location. Customers may obtain a variety of amenities in one location in this fashion. Describe the product mix and its dimensions
(CO1) [Comprehension]
9. This well-known marketing approach was first described in the Harvard Business Review's 1957 article, 'Strategies for Diversification'. It is used by marketers with growth objectives. Ansoff's matrix offers strategic approaches to attaining goals. There are four main selection categories. Explain each of them with examples.
(CO2) [Comprehension]
10. Products purchased by the ordinary customer are known as consumer goods. Consumer goods, sometimes referred to as final goods, are the products of manufacture and industry. Classify the consumer goods with example.
(CO3) [Comprehension]
11. Classify the different bases for segmenting consumer market with example.
(CO4) [Comprehension]
12. The goal of market segmentation is to separate programs or tactics for each category in order to discover differences between them or market them. A market segment is a collection of clients with comparable demands and interests. Describe segmentation and briefly describe its levels.
(CO4) [Comprehension]
13. CRM is crucial to boosting a company's earnings and turnover. CRM helps in the long-term acquisition of new and loyal customers. These dedicated clients make repeat purchases, increasing the company's income. The acquisition of big quantities of money helps firms develop in size. Briefly construct CRM frame work
(CO5) [Comprehension]
14. Why is customer lifetime value important and so significant?
(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. Pricing is a process of fixing the value that a manufacturer will receive in the exchange of services and goods. The process of pricing involves figuring out what the best price is for both the company and the consumer. Value pricing is determined by a number of elements, including input costs, production expenses, customer expectations, general price level, profit margin, competitive firm prices, external costs, etc. The value that consumers must forfeit in order to obtain a specific good or service is another way to describe pricing. Explain the various pricing methods and factors influencing the pricing method.
(CO3) [Application]
16. Positioning refers to where you want your brand or product to be inside a certain target market. More specifically, the process of market positioning and brand positioning entails promoting your brand or product to customers in order to obtain that position. Illustrate Positioning and its objective and classify various types of positioning strategies with example.
(CO4) [Application]

17. The whole process of buyer's decision-making functions on four pillars as per the Howard Sheth model illustrate the various variables mentioned by this model of consumer behavior.

(CO5) [Application]