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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : JUNE - 2022
SEMESTER - II

Sub. : Marketing Management (BBA15- 211)

Date : 13/06/2022

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Marketing mix consists of _____.
 a) Product, Price, Place & Profit
 b) Product, Price, Publicity & Promotion
 c) Product, Price, Place & Promotion
 d) Production, Price, Place & Profit
2. Marketing promotes
 a) Production
 b) Price
 c) Sales
 d) Purchases
3. The social aspect of marketing is to ensure _____.
 a) Low price with Low quality.
 b) High price with High quality.
 c) Low price with high quality.
 d) High price with Low quality.
4. _____ differentiates a service from a physical product.
 a) Intangibility
 b) Invention
 c) Insensitivity
 d) Inheritance
5. Modern Marketing focuses on _____.
 a) Sales
 b) Profits
 c) Value
 d) Actions

Q. 2. State True / False (05)

1. Actually, making goods or performing services is called marketing.
 a) True
 b) False
2. Marketing plays an essential role in creating customer satisfaction.
 a) True
 b) False
3. Marketing and Selling are same.
 a) True
 b) False
4. If product is good, marketing is not needed.
 a) True
 b) False
5. Customers are the real Brand Ambassadors of the products.
 a) True
 b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Introduction stage of Product Life Cycle.
2. Price Mix
3. Packaging
4. Niche Marketing
5. Digital Marketing

- Q. 4. Answer in detail (Any Two) (20)**
1. What is Macro-Environment & Micro-Environment?
 2. Why is it important to study consumer behaviour? Identify factors influencing consumer buying behavior.
 3. Explain extended 3P's of Service Marketing Mix

- Q. 5. Case study (Any One) (15)**
1. **Tanishq Ad Controversy: Need to Deal Cautiously with Social Issues**

Abstract

The case “Tanishq Ad Controversy: Need to Deal Cautiously with Social Issues” talks about the backlash resulting from the airing of an ad by Indian jewelry brand Tanishq, which sought to showcase religious harmony in India but ended up exposing the country’s bitter religious divide. Tanishq, a division of Titan Company Limited – a subsidiary of the large Indian conglomerate, The Tata Group – released the ad in different Indian media channels for its new collection called ‘Ekatvam’ – which means ‘oneness’.

The case starts out by mentioning the reasons for Tanishq coming up with that particular ad. It then goes on to describe the key points on which the ad was criticized by several sections of society. It also provides the views of certain sections of society who lauded the ad for its message of religious unity. The hullabaloo around the ad led to Tanishq withdrawing it within three days of its being aired. Analysts used the controversy to highlight the need for companies to exercise caution while dealing with incendiary social and political issues, so as not inadvertently harm their brand image and business prospects.

Introduction

On October 9, 2020, Tanishq, an Indian jewelry brand and a division of Titan Company Limited (Titan), a subsidiary of the large Indian conglomerate The Tata Group (Tata), released an advertisement on different Indian media channels. The ad released in various Indian languages was for its new jewelry collection called ‘Ekatvam’ – which meant ‘oneness’ in Sanskrit. The jewelry brand had tied up with 1,000 craftsmen across 15 cultures of India to launch the Ekatvam collection.

The 45-second ad showed an affluent Indian Muslim family making preparation at home for a traditional Hindu baby shower ceremony (also referred to as Godh Bharai, Sreemantham, or Valaikaapu) for their pregnant Hindu daughter-in-law. Traditionally, during the ceremony, sandalwood is applied on the expecting mothers’ hands and faces; they are given gold ornaments and food items; and prayers are conducted for a safe delivery and a happy life for the young mother to be.

Questions to address:

1. In a country like INDIA, where religion is a strong and sensitive motive for consumers to buy products and hire services, do you think that marketers lack to understand social issues which may arise out of wrong marketing message through an advertisement?
 2. What would you do in such social crisis faced by Tanishq if you were in place of the marketer?
 3. What are the disadvantages of targeting social issues in a diverse country like India?
2. **Segment Market for:**
- a) Branded Moisturizing Lotion
 - b) Branded Wrist watch