CB 60:40 (Batch 2022-23)

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EXAMINATION: DECEMBER - 2022

SEMESTER - I

Sub.: Basics of Marketing - I (BBA22-113)

Date: 21/12/2022		Total Marks:	60 Time: 10.00am to 12.30p	Time: 10.00am to 12.30pm	
		All questions are compuls Figures to the right indic	· · · · · ·		
Q. 1.	Choose the most	appropriate option.		(05)	
1.	is the act of giving goods / products in return of goods/product.				
	a) Selling	b)) Delivery		
	c) Barter	d)) Marketing		
2.	Marketing is a process which aims at				
	a) Production	· · · · · · · · · · · · · · · · · · ·) Profit		
	c) Consumer sati	sfaction d)	None of These		
3.	is a demographic factor influencing a consumer to buy a product.				
	a) Age	b)) Brand		
	c) Season	d)) Government Policy		
4.	is not a type of Marketing Concept				
	a) Selling) Supplier		
	c) Production	d)) Product		
5.	A consumer is sa	id to have	when he/she has the ability to pay for it.		
	a) Demand	,) Want		
	c) Need	d)) Desire		
Q. 2.	0. 2. State True / False (05)				
1.	Understanding customer needs in not the main motto of modern marketing.				
1.	a) True) False		
2	Marketing is a set of activities without which the product cannot reach the				
2.	ultimate consume	er.	_		
	a) True	<i>'</i>) False		
3.	•	eting are the same.			
	a) True	· · · · · · · · · · · · · · · · · · ·) False		
4.	Globalization ref economy	ers to the shift towards a m	nore integrated and interdependent world		
	a) True	b)) False		
5.	Societal Marketin at low cost.	ng Concept means to produ	ace only environmental friendly products		
	a) True	b)) False		
Q. 3.		es on (Any Three)		(15)	
1.	Customer Satisfa	ction			
2.	Product Concept				
3.	Nature as a factor influencing marketing environment				
4.	Motivation				
5.	Selling Concept				

Q. 4. Answer in detail (Any Two)

(20)

- 1. There are some factors which may not be completely controlled by the marketers. Discuss these MACRO Environment Factors influencing Marketing decisions.
- 2. Differentiate between Consumer and Customer.
- 3. Differentiate between Selling and Marketing.

Q. 5. Case study

(15)

Marketing is not just a onetime activity. It is an ongoing process with various functions to perform. Elaborate various functions of Marketing.
