

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) /
(BBA IN SPORTS MANAGEMENT)/
(BBA IN RETAIL MANAGEMENT)
EXAMINATION: DECEMBER - 2023
SEMESTER - I
Sub.: Basics of Marketing – I (BBA23-113/BBA-RM-23-113)

Date : 14/12/2023

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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Q. 1. Choose the most appropriate option. (05)

1. The process through which individuals select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires is called _____
 - a) Production
 - b) Consumer Behaviour
 - c) Assumption
 - d) Consumption
2. _____ is NOT an element of Micro Environment
 - a) Suppliers
 - b) Competitors
 - c) Family
 - d) Intermediaries
3. _____ is a demographic factor influencing a consumer to buy a product.
 - a) Income
 - b) Season
 - c) Technology
 - d) Legal restrictions
4. _____ element of promotional mix involves achieving short term gains.
 - a) Publicity
 - b) Sales Promotion
 - c) Public Relations
 - d) Advertising
5. _____ is NOT a part of the marketing mix
 - a) Promotion
 - b) Price
 - c) Productivity
 - d) Place

Q. 2. State True / False (05)

1. Human Psychology is a crucial factor in the study of marketing.
 - a) True
 - b) False
2. Societal marketing concept means selling only environment friendly products.
 - a) True
 - b) False
3. Understanding customer needs is the main aim of modern marketing.
 - a) True
 - b) False
4. The selling concept in marketing revolves around the idea that consumers prefer products that are widely available and affordable.
 - a) True
 - b) False
5. Dr. Phillip Kotler is known as the Father of Modern Marketing
 - a) True
 - b) False

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

1. Marketing Myopia
2. Technological Environment
3. Product Concept
4. Societal Marketing Concept
5. Age as a factor influencing consumer behavior.

Q. 4. Answer in detail (Any Two) (20)

1. Many people want BMW, only a few are able to buy. Explain this concept in light of Need, Want and Desire.
2. “Marketing is a **science** and **art** of knowing and dealing with **psychology** of people”. Justify this statement in light of importance of studying marketing.
3. Discuss Micro Environment in Detail.

Q. 5. Case study (15)

A small local retail store has been in business for decades, relying on traditional marketing methods such as print advertisements and in-store promotions. With the rise of e-commerce and digital marketing, the store has started facing challenges in reaching younger demographics and competing with online retailers. The owner is considering embracing technology but is unsure about where to start.

Questions:

1. How might technological advancements impact the store's marketing strategies and customer reach?
2. What are some digital marketing tools or platforms that the store could utilize to expand its customer base?
3. How can the store integrate technology without losing its traditional customer base?