

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER - I**  
**Sub.: Basics of Marketing – I (BBA23-113)**

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**Date : 21/12/2023**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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**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. \_\_\_\_\_ element of promotional mix involves achieving short term gains.  
a) Publicity  
b) Sales Promotion  
c) Public Relations  
d) Advertising
2. \_\_\_\_\_ is the primary goal of marketing.  
a) Maximizing profits  
b) Customer satisfaction  
c) Increasing production  
d) Cost reduction
3. 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
4. \_\_\_\_\_ is NOT a demographic factor influencing a consumer to buy a product.  
a) Income  
b) Age  
c) Occupation  
d) Price
5. \_\_\_\_\_ is a demographic factor.  
a) Education  
b) Punctuation  
c) Satisfaction  
d) Observation

**Q. 2. State True / False (05)**

1. Societal marketing concept means selling only environment friendly products.  
a) True  
b) False
2. The production concept in marketing revolves around the idea that consumers prefer products that are widely available and affordable.  
a) True  
b) False
3. Human Psychology is a crucial factor in the study of marketing.  
a) True  
b) False
4. All the 4 Ps of Marketing are independent and interdependent on each other.  
a) True  
b) False
5. Understanding customer needs is not the main aim of modern marketing.  
a) True  
b) False

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

1. Societal Marketing Concept
2. Political and Legal Environment influencing Marketing
3. Selling Concept
4. Marketing Myopia
5. Occupation as a factor influencing consumer behavior.

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

1. There are some specific and immediate factors that directly impact a organisation's ability to serve its customers and achieve its objectives within its industry. However these factors are within its control or influence. Discuss Micro-Environment factors of Marketing Environment.
2. Why is it that there are a number of Smart Phones available in the market? Explain this concept in light of Need, Want and Desire.
3. "Marketing is a **science** and **art** of knowing and dealing with **psychology** of people". Justify this statement in light of importance of studying marketing.

**Q. 5. Case study (15)**

Tom walks into a grocery store intending to buy a few essential items. However, the store strategically places discounted chocolates near the checkout counter. Despite not needing them, Tom ends up purchasing multiple bars.

**Questions:**

- 1) Analyze the triggers behind impulse buying behavior.
- 2) Discuss the influence of in-store displays and placement on consumer decisions.
- 3) Explore strategies retailers use to encourage impulse buying.

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