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**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER - III**  
**Sub.: Marketing Management - II (BBA15-311)**

Date : 12/12/2023

Total Marks : 60

Time: 2.00 pm To 4.30 pm

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

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

- \_\_\_\_\_ markets are made up of members of the distribution chain.  
a) Consumer  
b) Business-to-business (industrial)  
c) Channel  
d) Institutional
- The extended Ps of service marketing mix are \_\_\_\_\_.  
a) Physical Environment, Process, People  
b) People, Product, Place  
c) Price Physical Evidence, Promotion  
d) Product, Process, Physical Environment
- The task of any business is to deliver \_\_\_\_\_ at a profit.  
a) customer needs  
b) customer value  
c) products and services  
d) satisfaction
- Which of the following is not a part of marketing communication mix?  
a) Advertising  
b) Sales promotion  
c) Public relations  
d) Telemarketing
- Which of the following is not a distinctive characteristic of services?  
a) Transparency  
b) Perishability  
c) Inseparability  
d) Intangibility

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

- Selection of specific media in which advertisements will be run and when they will be run to reach the target market is called advertising.  
a) True  
b) False
- Marketing research does not normally provide a continuous source of information.  
a) True  
b) False
- In a flat organization the number of hierarchical positions is few.  
a) True  
b) False
- Public relations are defined as deserving, acquiring and retaining a favorable reputation in the market place.  
a) True  
b) False
- Test Marketing is the stage of new product development process where the launching of New Product will take place.  
a) True  
b) False

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

- Differentiate between advertising and publicity.
- Recruitment and selection process of sales person.

3. Credit policy.
4. Characteristics of services.
5. New product development

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

1. Define product diversification. Also discuss various types of product diversification.
2. Explain the salient features of Consumer Protection Act 1986.
3. Discuss the various types of organization with diagrams.

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

Amazon.com could well go down in history as a love child born of the heady fling that the stock market had with dotcoms in the late 1990s. But the company, founded by Jeff Bezos in July 1995 when the internet was still an untested business medium, is a survivor-par-excellence. It floundered a bit in the swirl of the dotcom bust, but unlike thousands that were swept away, Amazon.com reinvented itself and emerged stronger. The 40-year old Bezos, a computer science grad from Princeton University, is the pioneer of Internet Retailing. His compelling vision introduced a new paradigm for retail, the click-and-buy model; buy goods from a website instead of a physical store, from wherever there is an internet connection: home, office or cyber-café. A model that gave convenience to buyers, and mind-boggling market reach to sellers. Named after the mighty Amazon river and its numerous tributaries that surge through dense rain forests, Amazon.com was started with an initial investment of a few thousand dollars. In less than three weeks after the website went live, Bezos and his wife Mackenzie were pulling in sales of over \$20,000 a week. And soon after going public in 1997, the company had a market capitalization higher than that of its brick-and-mortar rivals. In 1999, Bezos was chosen as Time Magazine's 'Person of the Year'. But things changed soon after and the dotcom bust saw Amazon.com lose almost 90 percent of its market cap in 2000. Bezos didn't give up on his vision. He set about transforming Amazon.com from a website selling books into something much bigger: the world's largest online retailing platform. A series of tie-ups with companies like Toys R Us and Target helped give the website the feel of an online supermall where a customer could buy almost anything. Marketing initiatives followed – from free shipping to highly discounted prices to very customized offerings (based on customer profile) to wide distribution through sites which can divert traffic to Amazon.com for a small commission. But the biggest move was Bezos' decision to make the site 'more global'. The moves have paid off. The company announced its first full-year profit in 2003. It has been making money now for three straight quarters and revenues have exceeded a billion dollars for the last six quarters. If proof was needed that there is money to be made in online retailing, this is it. And Bezos has proved that the right idea, coupled with perseverance, pays in the end

**Questions**

- 1) Explain the marketing framework of Amazon.com?
- 2) What do you learn about marketing from the Amazon story?

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