

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER – II**

**Sub : Basics of Marketing - II (BBA22-213)**

**Date : 21/12/2023**

**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)**

- \_\_\_\_\_ is the basic intention for consumers to buy products.  
a) Need  
b) Luxury  
c) Desire  
d) Status
- \_\_\_\_\_ deal goods in large quantities.  
a) Retailers  
b) Dealers  
c) Wholesalers  
d) Hawkers
- Marketing creates profit by creating \_\_\_\_\_ to the buyer.  
a) Value  
b) Money  
c) Product  
d) Price
- Coupons is which type of promotion mix?  
a) publicity  
b) advertising  
c) direct marketing  
d) sales promotion
- Incentives are \_\_\_\_\_ promotions to encourage the sale of a product or service.  
a) Trade  
b) Consumer  
c) Loyalty  
d) None of these

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

- People is not an element of Services Marketing Mix  
a) True  
b) False
- Perishability of a product is an important concern for distribution channel.  
a) True  
b) False
- Income is not a factor for segmentation of market.  
a) True  
b) False
- Price pruning means eliminating cost on products that are not profitable  
a) True  
b) False
- Sales promotions enhance sales faster.  
a) True  
b) False

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

- Introduction Stage of Product Life Cycle
- Unsought Goods
- Retailer
- Product
- Online Marketing

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

1. Explain the 3 extended P's of Service Marketing Mix
2. What are various factors influencing Pricing Decisions?
3. Explain dimensions of Product Lines with example.

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

A small restaurant in the city is struggling to attract customers despite having a good location and delicious food. The owner is considering changing the marketing mix to improve sales.

**Questions:**

1. What changes could the owner make to the product element of the marketing mix?
  2. Which of the Promotion Mix elements should the owner use to promote the restaurant?
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