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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
LOGISTICS AND SUPPLY CHAIN MANAGEMENT/
AVIATION MANAGEMENT
EXAMINATION: JUNE - 2024
SEMESTER - II

Sub.: Marketing Management (BBA23-AVLS 213)

Date : 06/06/2024

Total Marks : 60

Time: 10.00 am to 12.30 pm

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

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

1. Barter economy implied exchange of Goods and Services for _____
 (a) Other goods and services (b) UPI
 (c) Credit Card / Debit Card (d) Cash
2. _____ is removing certain products form the existing line.
 a) Product Mix (b) Line Stretching
 c) Product Line (d) Line Pruning
3. Different products different buyers is _____ Strategy of targeting.
 a) Product Differentiated Marketing (b) Concentrated Marketing
 c) Mass Marketing (d) Multi-Segment Marketing
4. _____ ensures uniform standards of quality and design of products to consumers.
 a) Branding (b) Advertising
 c) Selling (d) Publicity
5. _____ are those products that represent personality, status and Justify lifestyle.
 a) High involvement products (b) Low involvement products
 c) No involvement products (d) None of the above

Q. 2. State True / False (05)

1. Demand is the form that a human need takes as shaped by culture and individual personality.
 a) True (b) False
2. Modern Marketing is all about transfer of ownership of goods and their effective distribution.
 a) True (b) False
3. Market Aggregation is a process of identifying groups of buyers with different desires or responsibilities
 a) True (b) False
4. Going rate pricing strategy involves charging according to what competitors are charging.
 a) True (b) False
5. A Trademark and a Brand are the same.
 a) True (b) False

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

1. Functions of Packaging
2. Pricing Objectives
3. Bases of Market Segmentation
4. Marketing Mix
5. Targeting

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

1. Enumerate the concept of New Product Development.
2. Rohit Enterprises is introducing a new soap in the market. Which pricing strategy would be appropriate. Give reasons to support your answer.
3. Distinguish between Marketing of Consumer Goods and Marketing of Industrial goods.
4. Explain the various Methods of Branding.

Q. 5. Case study (15)

Soon you could get a colour Mobile handset which offer an MP3 player, FM radio and removable flash memory card for about Rs 800. A Dutch based semiconductor firm, has launched a new single chip solution that promises to make this happen. The company is targeting the rural market in India. During the next phase of rapid expansion of mobile communication in the rural and semi urban areas of India, the firm would like to fulfil the aspirations of first time handset users by offering the next experience in multimedia.

Question

1. Define Marketing. Explain the importance of Marketing in todays competitive era.
 2. Explain the Stage of Company's, Product Life Cycle mentioned in the paragraph with the help of a diagram.
 3. Suggest any 2 modern ways of marketing the concept of an economical latest technological product in Rural areas which can bring success to the company.
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