

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - II
Sub.: Marketing Management - I (BBA15-211)

Date : 15/05/2024

Total Marks : 60

Time: 10.00am to 12.30pm

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

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

1. Cash back is which type of promotion mix?
 - a) publicity
 - b) advertising
 - c) direct marketing
 - d) sales promotion
2. Which of the following is **not** an element of the price mix in marketing?
 - a) Discounts
 - b) Credit terms
 - c) Packaging
 - d) MRP
3. Which of the following is **not** a common basis for segmentation?
 - a) Demographic
 - b) Geographic
 - c) Behavioural
 - d) Political
4. In which stage of the product life cycle does the product experience the highest sales ?
 - a) Introduction
 - b) Maturity
 - c) Growth
 - d) Decline
5. Modern Concept of Marketing is a process which aims at _____
 - a) Production
 - b) Consumer Satisfaction
 - c) Profit
 - d) None of these

Q. 2. State True / False (05)

1. Products which consumers don't actively purchase unless necessary are termed as unsought goods.
 - a) True
 - b) False
2. Perishability of a product does not matter for distribution channel.
 - a) True
 - b) False
3. Sales promotions enhance sales faster.
 - a) True
 - b) False
4. Marketing is an unnecessary expenditure
 - a) True
 - b) False
5. Price pruning means eliminating cost on products that are not profitable
 - a) True
 - b) False

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

1. Maturity Stage of Product Life Cycle
2. Unsought Goods
3. Characteristics of Introduction Stage
4. Augmented Product
5. Product

- Q. 4. Answer in detail (Any Two) (20)**
1. Elaborate the difference between: Selling & Marketing.
 2. Discuss Promotion Mix elements in detail
 3. Elaborate difference between: Industrial Goods & Consumer Goods.
 4. Describe extended 3 Ps of Services Marketing Mix.

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