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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - III

Sub.: Marketing Management - II (BBA15-311)

Date : 25/05/2024

Total Marks : 60

Time: 2.00 pm to 4.30pm

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

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

- Which of the following is a cost associated with distribution?
a) Production
b) Research & Development
c) Marketing
d) Storage
- Which of the following is **not** an element of the price mix in marketing?
a) Discounts
b) Credit terms
c) Packaging
d) MRP
- Which of the following is **not** a common basis for segmentation?
a) Demographic
b) Geographic
c) Behavioural
d) Political
- In which stage of the product life cycle does the product experience the highest sales ?
a) Introduction
b) Maturity
c) Growth
d) Decline
- What is a critical factor in the selection of channels of distribution?
a) Complexity
b) Inefficiency
c) Affectivity
d) Competitiveness

Q. 2. State True / False (05)

- Products which consumers don't actively purchase unless necessary are termed as unsought goods.
a) True
b) False
- Perishability of a product does not matter for distribution channel.
a) True
b) False
- Sales promotions enhance sales faster.
a) True
b) False
- Marketing is an unnecessary expenditure
a) True
b) False
- 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. Consumer Promotions
2. Test marketing
3. Price Skimming
4. Retailer
5. Wholesaler

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

1. Elaborate the difference between: Selling & Marketing.
2. Describe types of Product Diversification.
3. Describe advantages and disadvantages of Personal Selling.
4. Describe extended 3 Ps of Services Marketing Mix.

Q. 5. Case study (15)

Located in the centre of a vibrant urban area, there exists a small and charming eatery, whose attractive outside masks the challenges it faces indoors. Although the establishment is situated in a highly desirable location and offers delicious food, it is currently facing a serious problem: a scarcity of clients. The owner, driven by a strong desire to change the situation, considers a drastic alteration in their marketing strategy, aiming to revitalise sales and inject fresh vitality into the business.

Multiple variables contribute to the restaurant's challenge to stay in business. Although the business is situated in a highly desirable area, its visibility is still a worry due to the overshadowing presence of neighbouring competitors who have higher marketing budgets. Furthermore, the changing preferences of consumers and the evolving trends in eating present a significant obstacle, necessitating the ability to adjust and come up with new ideas in order to remain competitive in a challenging environment.

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?
3. Do you think pricing the food at a cheaper rate will help?
