

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - I**  
**Sub.: Basics of Marketing- I (BBA22-113)**

Date :28/05/2024

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. What is the purpose of a marketing plan?
 

a) Outlining marketing objectives and strategies	b) Hiring ten new employees
c) Reducing production costs	d) Expanding the company's office space
2. The marketing environment refers to the
 

a) Internal Factors	b) External Factors
c) All of the above	d) None of the above
3. What is Marketing myopia?
 

a) A strategy focusing on long-term customer satisfaction	b) A short-sighted approach that focuses on product features rather than customer needs
c) A marketing technique that emphasizes aggressive advertising	d) A term used to describe excessive marketing budgets
4. What is the primary objective of customer relationship management (CRM) in business?
 

a) To increase product prices	b) To decrease customer satisfaction
c) To attract new customers only	d) To build and maintain long-term relationships with customers
5. What is a market in the context of business?
 

a) A physical location where products are manufactured	b) A place where customers purchase goods and services
c) The process of advertising products to potential buyers	d) None of the above

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

1. The production concept in marketing focuses on meeting customer needs and wants through efficient production processes.
 

a) True	b) False
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2. Increasing shareholder wealth is not a primary objective of marketing.
 

a) True	b) False
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3. The marketing environment includes both internal and external factors that influence a company's marketing decisions
 

a) True	b) False
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4. Marketing myopia occurs when a company focuses too narrowly on its products and fails to see the broader market.
 

a) True	b) False
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5. The societal marketing concept emphasizes the importance of corporate social responsibility and ethical business practices.
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three)**

1. Marketing Environment (15)
2. Marketing
3. Consumer
4. Marketing myopia.
5. Product Concept

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

1. What are the Various functions and Objectives of Marketing (20)
2. What is meant by Market, enlist and explain the Types of Markets.
3. Illustrate Need, Want, Demand with a real-life example from the consumer market.
4. Explain the Difference between Consumer and Customer

**Q. 5. Case study**

(15)

Omega Phones has long been a dominant force in the global smart phone market, recognized for its luxury, high-end devices that integrate cutting-edge technology. As a pioneer often first to introduce innovative features, Omega Phones targets a premium customer base, emphasizing status and technological superiority. However, shifts in the global economy and consumer spending habits have led to increased demand for more cost-effective, functional smart phones, challenging Omega Phones to maintain its appeal among consumers tightening their budgets.

Gamma Gear, a newer entrant in the smart phone industry, quickly carved a niche by focusing on affordability and decent performance, appealing primarily to budget-conscious consumers. Through thorough market research and consumer feedback, Gamma Gear recognized the shifting trends towards mid-range devices that offer a balance between performance and price. By slightly enhancing the specs of its budget models, Gamma Gear successfully bridged into the mid-range market, providing devices that perform better than its budget offerings but remain more affordable than the high-end models from competitors like Omega Phones.

This strategic pivot has allowed Gamma Gear to capture and grow its market share, especially among middle-income and tech-savvy young consumers looking for value. In contrast, Omega Phones continues to excel in the premium market but struggles to attract mid-range customers, highlighting the importance of adaptability in a rapidly changing economic landscape. Gamma Gear's success can largely be attributed to its effective product positioning, strategic pricing, and targeted marketing efforts, which emphasize the durability and cost-efficiency of its smart phones, thereby fostering strong brand loyalty within its growing customer base.

**Question**

1. How did Gamma Gear adapt its product strategy to respond to changing consumer preferences in the smart phone market?
2. What challenges has Omega Phones faced in retaining its market share amidst shifts in consumer spending habits, and how might it adapt to these changes to remain competitive?
3. In what ways did strategic pricing and targeted marketing contribute to Gamma Gear's success in capturing the mid-range smart phone market?