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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - II
Sub.: Basics of Marketing - II (BBA22-213)

Date : 17/05/2024

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. Which component of the marketing mix involves decisions about where and how to sell products to target customers?
 - a) Place
 - b) Price
 - c) promotion
 - d) Point
2. Which of the following is an example of a service?
 - a) Shoe
 - b) Salon service
 - c) Clothes
 - d) Laptop
3. What is the final stage of the product life cycle, where sales and profits decline as the product becomes obsolete?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
4. What does the term "marketing mix" refer to?
 - a) A blend of spices used in cooking
 - b) A blend of spices used in cooking
 - c) The assortment of products available in the market
 - d) The price range of products in a store
5. What are the two main categories of products?
 - a) Tangible and intangible
 - b) Expensive and inexpensive
 - c) Luxury and necessity
 - d) None of the above

Q. 2. State True / False (05)

1. Pricing decisions are a crucial part of the marketing mix.
 - a) True
 - b) False
2. Convenience products are characterized by low customer involvement
 - a) True
 - b) False
3. Market testing is conducted to assess customer reactions and demand for the new product.
 - a) True
 - b) False
4. The primary importance of distribution channels is to increase customer satisfaction
 - a) True
 - b) False
5. The marketing mix is applicable to both product-based and service-based businesses
 - a) True
 - b) False

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

1. Product Life cycle
2. Importance of Marketing
3. Impact of technology on distribution.
4. Price
5. Promotion

- Q. 4. Answer in detail (Any Two) (20)**
1. What are the Factors influencing pricing decision ?
 2. What is a Product ? Enlist and explain the Types of Product.
 3. Explain the 7ps of marketing.
 4. Explain Process of New Product Development.

Q. 5. Case study (15)

ECart, a leading player in the competitive e-commerce industry, has strategically developed a dynamic marketing mix to establish its presence and thrive in the market. With a focus on innovation and customer-centricity, ECart, offers a seamless platform that integrates product discovery, ordering, and delivery, enhancing the overall shopping experience for consumers.

ECart, prioritizes product assortment and innovation to meet the diverse needs and preferences of consumers. Their user-friendly website and app provide intuitive navigation, personalized recommendations, and real-time updates on order status, enhancing convenience and satisfaction for shoppers.

ECart, 's pricing strategy is designed to provide value and affordability to both consumers and sellers. They offer competitive commission rates for sellers, ensuring profitability while maintaining attractive pricing for consumers through discounts, cashback offers, and loyalty programs.

Leveraging strategic partnerships and advanced logistics infrastructure, ECart, ensures extensive geographic coverage, offering a wide range of products to consumers across various regions, including urban and rural areas. Their focus on accessibility and convenience drives customer engagement and loyalty.

ECart, employs a multi-channel marketing approach to amplify brand visibility and engagement. Digital advertising, social media campaigns, and influencer partnerships are leveraged to reach a broad audience and drive customer acquisition. Their promotional efforts highlight ECart'S, unique features, enticing offers, and commitment to customer satisfaction.

ECart, prioritizes employee training and support to ensure service excellence and operational efficiency. By investing in employee development and fostering a people-centric culture, ECart, maintains high service standards and strengthens relationships with sellers, ultimately enhancing the overall shopping experience.

ECart, utilizes innovative technology and streamlined processes to ensure operational efficiency and reliability. Their advanced order management system and efficient delivery network enable accurate order fulfillment and timely deliveries, contributing to a seamless and hassle-free shopping experience.

Question

1. Explain the marketing mix of ECart
2. Explain ECart 's pricing strategy and how it ensures value for both consumers and sellers.
3. How does ECart leverage strategic partnerships and advanced logistics infrastructure to ensure extensive geographic coverage and drive customer engagement?