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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - I
Sub.: Basics of Marketing -I (BBA23-113)

Date : 17/05/2024

Total Marks : 60

Time: 2.00pm 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)

1. What does the term "want" refer to?

| | |
|--------------------------------------------------------------------|------------------------------------------------------------------------------|
| a) A legal requirement for citizens to purchase specific products. | b) A desire for goods or services that are not essential for basic survival. |
| c) A basic necessity that is essential for survival. | d) None of the above. |
2. What is the primary role of a manager?

| | |
|---------------------|--------------------------------------------------|
| a) Do nothing | b) Making decisions and guiding the organization |
| c) Non of the above | d) All of the above |
3. Who are the main participants in a market?

| | |
|----------------------------|-------------------|
| a) Only buyers | b) Only sellers |
| c) Both buyers and sellers | d) Only producers |
4. What is the marketing environment?

| | |
|--------------------------------|---------------------|
| a) Factors affecting marketing | b) Do nothing |
| c) All of the above | d) Non of the above |
5. Objective of marketing is .

| | |
|---------------------|-----------------------|
| a) Production | b) selling products |
| c) Hiring employees | d) Managing inventory |

Q. 2. State True / False (05)

1. Management is both science and art.

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|---------|----------|
| a) True | b) False |
|---------|----------|
2. The product concept believes that a good product will automatically sell itself, without much need for marketing effort.

| | |
|---------|----------|
| a) True | b) False |
|---------|----------|
3. Is a monopoly a type of market where there is only one seller and many buyers?

| | |
|---------|----------|
| a) True | b) False |
|---------|----------|
4. Technological advancements are part of the marketing environment.

| | |
|---------|----------|
| a) True | b) False |
|---------|----------|
5. A consumer does NOT buys goods or services for personal use.

| | |
|---------|----------|
| a) True | b) False |
|---------|----------|

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

1. The Selling Concept
2. Types Of Market
3. Difference Between Marketing And Selling,
4. Factors Influencing Consumer Behavior
5. Objectives of Marketing

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

1. What is meant by market, Enlist and explain the types of Markets.
2. Describe Marketing Concept and Marketing Myopia.
3. Give the definition of Marketing , and explain the Core Concepts of Marketing – Need, Want, Demand.
4. Explain the concept of Marketing Environment.

Q. 5. Case study (15)

ZestyBake, a prominent bakery known for its variety of pies, recently launched a marketing campaign to better understand the distinct preferences and purchasing behaviors of its two primary markets: families and single adults. ZestyBake's family-sized pies have traditionally been the staple product, designed to cater to household consumers looking for value and convenience. Meanwhile, recognizing a growing trend in single-person households, ZestyBake introduced a line of single-serve pies. These smaller portions are marketed not only towards single adults but also to those seeking indulgence without the commitment to a larger pie.

The family-sized pies are mostly purchased by parents who are customers buying on behalf of the entire family—the end consumers. In contrast, the single-serve pies are generally bought and consumed by the same individual, aligning the customer and consumer as one. This strategic product differentiation caters to varying needs, with marketing efforts tailored to emphasize value and family enjoyment for the family-sized pies, and convenience, quality, and self-indulgence for the single-serve options. ZestyBake's dual approach has led to an expanded market reach, effectively increasing sales across diverse demographic groups.

Question

1. Who are the primary customers and consumers for ZestyBake's family-sized pies?
2. What distinguishes the customers from the consumers in the context of the single-serve pies?
3. How has ZestyBake used the differentiation between customer and consumer to market these two product lines?