

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) /
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: DECEMBER- 2024
SEMESTER - II
Sub.: Basics of Marketing - II (BBA23-213)

Date : 28/12/2024**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 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
2. 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
3. What is the first stage in the process of new product development?
 a) Idea generation b) Product launch
 c) Commercialization d) None of the above
4. What is one of the primary reasons why price is important in marketing?
 a) Do nothing b) To communicate product quality to customers
 c) All of the above d) None of the above
5. What is the purpose of sales promotion?
 a) Building brand awareness b) Distribution
 c) Production d) All of the above

Q. 2. State True / False (05)

1. The marketing mix determines the company's advertising budgets.
 a) True b) False
2. Products refer only to physical goods and not services.
 a) True b) False
3. Market testing is conducted to assess customer reactions and demand for the new product.
 a) True b) False
4. Managing price changes is not important.
 a) True b) False
5. The primary importance of distribution channels is to increase customer satisfaction.
 a) True b) False

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

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

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

1. "Process of New Product Development" discuss in detail
2. Explain the 7ps of marketing
3. What is a Product and enlist and explain the types of Product?
4. What are the factors influencing pricing decision?

Q. 5. Case study (15)

FlipCart, 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, FlipCart offers a seamless platform that integrates product discovery, ordering, and delivery, enhancing the overall shopping experience for consumers.

FlipCart 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.

FlipCart'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, FlipCart 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.

FlipCart 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 FlipCart's unique features, enticing offers, and commitment to customer satisfaction.

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

FlipCart 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.

Overall, FlipCart's comprehensive marketing mix strategy, driven by innovation, customer-centricity, and operational excellence, enables the company to establish market leadership and drive sustained growth in the dynamic e-commerce landscape.

Question

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