

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - II

Sub.: Marketing Management - I (BBA15-211)

Date : 27/12/2024

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. _____ is the Father of Modern Marketing.
a) Abraham Maslow
b) Narendra Modi
c) John Trovolta
d) Phillip Kotler
2. _____ is not a type of Marketing Concept
a) Product Concept
b) Selling Concept
c) Production Concept
d) Applier Concept
3. _____ is the process of dividing a market into distinct groups with common needs.
a) Targeting
b) Positioning
c) Segmentation
d) Differentiation
4. _____ means to sell goods in bulk quantities.
a) Franchising
b) Wholesaling
c) Retailing
d) Holeselling
5. The Marketing Mix has 4 Ps which stand for _____.
a) Product, Place, Price, Promotion
b) Product, People, Price, Process
c) Product, Packaging, Place, Promotion
d) Product, Price, Profit, Promotion

Q. 2. State True / False (05)

1. Price of a product is determined on the basis of willingness of the manufacturer.
a) True
b) False
2. Segmentation involves dividing the entire market into smaller groups of consumers with similar needs.
a) True
b) False
3. Understanding customer needs is not the main of modern marketing
a) True
b) False
4. Brand loyalty leads to higher customer retention and reduced marketing costs.
a) True
b) False
5. A company should focus on understanding its competitors rather than its customers.
a) True
b) False

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

1. Perishable Goods
2. Product Era
3. Marketing Myopia
4. Retailer
5. Societal Marketing Concept

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

1. Differentiate between Consumer and Customer.
2. Discuss demographic factors that influence consumer purchasing decisions.
3. Explain the concept of Need, Want and Desire with suitable examples
4. Discuss elements of MICRO Environment of Marketing.

Q. 5. Case study (15)

Glow-Up, a skincare brand, noticed a decline in sales for its once-popular anti-aging cream. Market research revealed that younger consumers now prefer multi-functional skincare products (e.g., creams with SPF and hydration properties). The company is considering whether to reformulate the product or launch a new product line.

Questions :

1. Why might Glow-Up anti-aging cream be losing popularity? Make assumptions if necessary.
 2. Should the company reformulate the product or launch a new product line? Justify your answer.
 3. What promotional strategies should Glow-Up adopt to target younger consumers?
-