

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/**  
**B.Sc IN BUSINESS ADMINISTRATION(B.Sc.BA) (755)/**  
**BSC SPORTS MANAGEMENT (770)**  
**EXAMINATION: MAY - 2025**  
**SEMESTER - II**  
**Sub.: Basics of Marketing -II**  
**(BBA22-213, BBA23-213, BBA24-213 BSBA24-213 BSC24-213)**

**Total Marks : 60**

**Time: 10.00 am To 12.30 pm**

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

- Which of the following is an example of a consumer good?
  - Car
  - Laptop
  - Shampoo
  - All of the above
- Which factor does Not influence pricing decisions?
  - Cost of production
  - Competitor prices
  - Customer perceptions of value
  - Weather patterns
- What is the first step in the New Product Development process?
  - Idea Generation
  - Market Testing
  - Concept Testing
  - Product Design
- Which of the following is a method of sales promotion?
  - Discount offers
  - TV Commercials
  - Press Releases
  - Personal Selling
- Which is NOT a function of a distribution channel?
  - Storage
  - Promotion
  - Transportation
  - Pricing

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

- The introduction stage of the Product Life Cycle is characterized by high costs and low sales.
  - a) True
  - b) False
- Concept testing is done before designing the final product.
  - a) True
  - b) False
- Non-price competition focuses on differentiating products through quality, branding, or customer service.
  - a) True
  - b) False
- Technology has no impact on distribution strategies.
  - a) True
  - b) False
- A company's pricing strategy has no impact on its market positioning.
  - a) True
  - b) False

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

1. Product Life Cycle and its Stages
2. The Role of Innovation in Product Development
3. The Importance of Pricing in Positioning a Product
4. Functions of Distribution Channels
5. The Role of Advertising in Promotion

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

1. Explain the concept of non-price competition and how businesses use it to differentiate themselves.
2. Discuss the various factors influencing pricing decisions and how a company can balance them.
3. What is the extended Marketing Mix? Explain the three additional Ps and their relevance to service marketing.
4. How does technology influence modern distribution channels?

**Q. 5. Case study (15)**

XYZ Inc. is planning to launch a new line of organic skincare products. They have conducted market research and identified that the product life cycle is likely to go through rapid growth due to increasing consumer interest in organic products. They must decide how to manage the product as it moves through different stages of the Product Life Cycle.

**Questions:**

1. How should XYZ Inc define and position the product in the market using the 4 Ps of the Marketing Mix?
  2. Discuss how the extended Marketing Mix (3 Ps) can help improve customer experience and satisfaction for XYZ Inc.
  3. XYZ Inc. is planning to launch a new line of organic skincare products Explain the process of new product development .
-