

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071) /
BSC SPORTS MANAGEMENT (770)/
B.Sc IN BUSINESS ADMINISTRATION(B.Sc.BA) (755)
EXAMINATION: DECEMBER - 2025
SEMESTER - I
Sub.: Basics of Marketing -I
(BBA23-113,BBA 24-113,BSBA24-113,BSC24-113)

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)

- Marketing aims to create _____ for customers.
 - Profit
 - Value
 - Discounts
 - Packaging
- The societal marketing concept focuses on customer needs and _____ welfare.
 - Company
 - Employee
 - Societal
 - Supplier
- _____ refers to anything that can satisfy a need.
 - Product
 - Price
 - Promotion
 - Place
- The marketing concept is _____ oriented.
 - Product
 - Customer
 - Production
 - Technology
- A market consists of buyers and _____.
 - Sellers
 - Employees
 - Advertisers
 - Products

Q. 2. State True / False (05)

1. The production concept focuses on efficient production
a) True b) False
2. Consumer behavior does not influence marketing decisions
a) True b) False
3. Marketing is both an art and a science.
a) True b) False
4. A monopoly has many sellers
a) True b) False
5. Market segmentation helps target specific groups
a) True b) False

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

1. Production Concept
2. Market Segmentation
3. Marketing Environment
4. Customer Satisfaction
5. Need, Want & Demand

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

1. Define market and explain different types of markets in detail.
2. Explain micro and macro marketing environment with examples.
3. Describe the functions of marketing in detail.
4. Explain the difference between consumer and customer with examples.

Q. 5. Case study (15)

Style Mart is a retail clothing store that caters to middle-class families. The store offers men's, women's, and kids' apparel at affordable prices. It uses festive discounts, membership cards, and seasonal sales to attract customers. The store layout is designed to make products easy to browse. Recently, Style Mart introduced an online shopping option and home delivery facility.

However, competition from online platforms and branded outlets is affecting its footfall.

Questions :

1. Identify the marketing functions used by Style Mart.
 2. Explain how consumer behavior may influence Style Mart's sales.
 3. Suggest strategies Style Mart can use to improve customer satisfaction and loyalty
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