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

Date : 29/12/2025**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)

1. The Marketing Mix is commonly known as
 - a) 3 Ps
 - b) 4 Ps
 - c) 5 Ps
 - d) 7 Ps
2. Which element of the Marketing Mix refers to activities that communicate the product's value?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
3. The 3 additional Ps of the extended marketing mix (services) include
 - a) People, Process, Physical evidence
 - b) Product, Place, People
 - c) Price, Process, Publicity
 - d) Product, People, Physical evidence
4. Goods and services differ mainly in terms of:
 - a) Tangibility
 - b) Style
 - c) Price
 - d) Production
5. Which of the following is *not* a stage in the Product Life Cycle?
 - a) Introduction
 - b) Maturity
 - c) Decline
 - d) Expansion

Q. 2. State True / False (05)

1. The Marketing Mix is also known as the marketer's toolkit
 - a) True
 - b) False
2. Services are intangible in nature
 - a) True
 - b) False
3. The decline stage of the PLC has the highest sales
 - a) True
 - b) False
4. New product development ends with commercialization
 - a) True
 - b) False
5. Pricing objectives are the same for all companies
 - a) True
 - b) False

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

1. Marketing Mix
2. Product Life Cycle (PLC)
3. Goods vs. Services
4. Extended Marketing Mix (7 Ps).
5. Promotion Mix

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

1. Define Marketing Mix. Explain its importance in marketing strategy.
2. Describe the 4 Ps of the Marketing Mix with suitable examples.
3. What are the 3 extended Ps of services marketing? Explain each in detail.
4. Define product. Differentiate between goods and services.

Q. 5. Case study (15)

Sun Glow, a skincare brand, launched a fairness cream five years ago. In the introduction stage, the company spent heavily on advertising to create awareness. During the growth stage, the product gained popularity, and competitors introduced similar creams. The brand is now in the maturity stage, facing intense competition, price wars, and declining profit margins.

To sustain its position, Sun Glow is planning to add new features, introduce new packaging, and reduce the price for certain segments.

Questions:

1. Identify the current stage of SunGlow in the Product Life Cycle.
 2. Suggest two strategies SunGlow can adopt to extend the life of the product.
 3. Which element of the marketing mix needs the most attention at this stage and why?
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