

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING
EXAMINATION: MAY- 2026
FIRST SEMESTER

Sub: Basics of Marketing (79125-102)

Date: 20/05/2026

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Write the exact question number in the answer sheet.
6. It is mandatory to write an introduction and conclusion in your answers.

Q. 1. Answer the following. (Any Two) (20)

- 1) Explain the concept of marketing and discuss its importance in modern business.
- 2) Describe the evolution of marketing from production concept to societal marketing concept.
- 3) What is marketing mix? Discuss its components in detail.

Q. 2. Write short notes. (Any Two) (10)

- 1) Define marketing with example.
- 2) Difference between selling and marketing
- 3) 4Ps of marketing
- 4) Digital marketing
- 5) Concept of product life cycle.

Q. 3. Open Ended Question (10)

How has marketing evolved in the digital era, and what changes has it brought in consumer relationship and business strategies.