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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: MAY - 2026
SEMESTER - II
Sub.: Basics of Marketing -II
(BBA24-213/BSBA24-213/BSC24-213)

Total Marks : 60

Date : 18/05/2026
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 concept of 4Ps in Marketing Mix was introduced by
 - a) Philip Kotler
 - b) Peter Drucker
 - c) E. Jerome McCarthy
 - d) Stanton
2. Which stage of Product Life Cycle has maximum competition?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
3. Skimming pricing is generally used during
 - a) Decline stage
 - b) Introduction stage
 - c) Maturity stage
 - d) Growth stage
4. Wholesaling is concerned with selling goods to
 - a) Final consumers
 - b) Retailers
 - c) Government
 - d) Employees
5. Personal selling is a form of
 - a) Advertising
 - b) Sales promotion
 - c) Direct communication
 - d) Publicity

Q. 2. State True / False (05)

1. Marketing mix consists of 7Ps in service marketing.
a) True b) False
2. Product life cycle ends at maturity stage
a) True b) False
3. Cost is the only factor affecting pricing decision
a) True b) False
4. Franchising is a type of distribution channel.
a) True b) False
5. Public relations is a paid form of communication.
a) True b) False

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

1. Marketing Mix
2. Types of Products
3. Product Life Cycle (PLC)
4. Channels of Distribution
5. Sales Promotion

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

1. What is the Concept, Elements and Importance of Marketing Mix.
2. Discuss the Extended Marketing Mix (7Ps) in Service Marketing.
3. Explain the Meaning and Types of Products.
4. Describe the Process of New Product Development.

Q. 5. Case study (15)

Green Boost Beverages Pvt. Ltd. is a start-up company planning to launch a herbal energy drink in India. The drink is made from natural ingredients like tulsi, ashwagandha, and green tea extract. The company claims it improves stamina and immunity without harmful chemicals. The energy drink market is already dominated by strong competitors like: Red Bull, PepsiCo and Coca-Cola. Green Boost priced its product 20% higher than existing brands due to premium ingredients. It is available only in selected supermarkets in metro cities. After 8 months of launch: Sales growth is slow, Customers say price is high, Limited awareness about the brand, Distribution is restricted, Retailers complain about low demand. The management wants to redesign its marketing strategy.

Questions:

- 1 Identify the stage of the Product Life Cycle and justify your answer.
 - 2 Analyze the possible reasons for low sales.
 - 3 Suggest a comprehensive marketing mix strategy to improve sales.
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