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**BRAINWARE UNIVERSITY**

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**Term End Examination 2024-2025****Programme – BBA-Hons-2023/BBA-Hons-2024****Course Name – Principles of Marketing****Course Code - BBA20104/BBA20102****( Semester II )****Full Marks : 60****Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A****(Multiple Choice Type Question)****1 x 15=15**

1. *Choose the correct alternative from the following :*

- (i) Choose the correct option. How do sociocultural factors influence consumer preferences and purchasing decisions?
- a) They have no impact on consumer behavior
  - b) They shape attitudes, beliefs, and lifestyles, which in turn influence buying decisions
  - c) They only affect online shopping, not in-store purchases
  - d) They solely influence luxury product purchases, not everyday items
- (ii) Express market Segmentation.
- a) Selling products in different countries
  - b) Dividing a market into distinct groups with similar needs and behaviors
  - c) Setting prices based on market demand
  - d) Creating brand awareness
- (iii) Identify the factor that includes government policies, regulations, and legal frameworks.
- a) Political-legal environment
  - b) Economic environment
  - c) Technological environment
  - d) Demographic environment
- (iv) Identify the purpose of evaluating market segments.
- a) To eliminate all segments except one
  - b) To identify which segments offer the best opportunities
  - c) To target all segments equally
  - d) To increase the price of the product
- (v) Describe market Positioning.
- a) Determining the price of a product in the market
  - b) Creating a distinct image and identity for a product in the minds of the target audience

- c) Identifying potential customers in the market
- d) Expanding the market reach through advertising
- (vi) Interpret Consumer Behavior.
- a) The process of manufacturing products
- b) The study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants
- c) The process of setting prices for products
- d) The analysis of competitors' marketing strategies
- (vii) What does 'cognitive dissonance' interpret to in consumer behavior?
- a) A feeling of discomfort or tension that consumers experience after making a purchase decision
- b) A positive emotional response to a product
- c) A psychological disorder related to shopping
- d) A marketing strategy to attract customers
- (viii) Choose the correct option. What type of consumer decision making involves significant research and evaluation of alternatives before making a purchase?
- a) Extended Decision Making
- b) Impulse Buying
- c) Limited Decision Making
- d) Habitual Decision Making
- (ix) Identify the consumer decision-making stage where alternatives are compared based on attributes such as price, quality, and features.
- a) Evaluation of alternatives
- b) Problem recognition
- c) Post-purchase evaluation
- d) Purchase decision
- (x) Identify which stage involves considering various options and comparing their features and benefits:
- a) Evaluation of alternatives
- b) Purchase decision
- c) Problem recognition
- d) Post-purchase evaluation
- (xi) What is the primary factor considered in cost-oriented pricing approaches? Select the correct one.
- a) Production volume
- b) Competitor pricing
- c) Customer demand
- d) Perceived value
- (xii) What is the process of managing and coordinating the various intermediaries in a distribution channel called? Choose the correct one.
- a) Channel integration
- b) Market segmentation
- c) Wholesaler promotion
- d) Producer resistance
- (xiii) In the integrated marketing concept, what is the primary objective regarding the promotion mix? Choose the correct one
- a) Isolation of promotional activities
- b) Coordination of promotional efforts
- c) Elimination of advertising
- d) Dominance of personal selling
- (xiv) Identify the term for the use of both online and offline marketing channels to promote a product or service.
- a) Personal selling
- b) Advertising
- c) Direct marketing
- d) Integrated marketing concept
- (xv) Indicate which promotion mix element often uses discounts, coupons, and product bundles to incentivize purchases.
- a) Direct marketing
- b) Sales promotion
- c) Personal selling
- d) Advertising

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write short notes on: Product line and Product width. (3)
3. Illustrate how PLC can be used to understand the dynamics of product markets. (3)
4. Define services marketing and how it differs from product marketing. (3)
5. Describe how demographic factors affect marketing. (3)
6. Explain the price skimming strategy with examples. (3)

OR

Briefly explain the functions of distribution channel. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Identify and categorize different types of products with examples. (5)
8. Explain the qualities of a good brand name. (5)
9. Illustrate the concept of bundle pricing and competitive pricing. (5)
10. Briefly explain the Product Concept and Production Concept in relation to a company's approach to the marketplace. (5)
11. Describe latent demand and unwholesome demand with examples. (5)
12. Summarize the factors affecting promotion mix. (5)

OR

Analyze the features that differentiate rural markets from urban markets. (5)

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