



17469

**BRAINWARE UNIVERSITY**

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Term End Examination 2024-2025**Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024****Course Name – Marketing in Digital Era****Course Code - BBD20104/BBD20102****(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) Select which of the following statements is true about market segmentation.**

- | | |
|--|---|
| a) It focuses on treating all customers the same way | b) It divides the market into smaller, more manageable segments |
| c) It is not essential for marketing success | d) It only considers geographic factors |

(ii) Identify which targeting strategy focuses on offering different products to different market segments.

- | | |
|-------------------------------|-----------------------------|
| a) Undifferentiated marketing | b) Differentiated marketing |
| c) Concentrated marketing | d) Mass marketing |

(iii) 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 |

(iv) What does 'Unique Selling Proposition' (USP) mean in market positioning?

- | | |
|---|--|
| a) Setting the lowest price in the market | b) Highlighting a unique feature or benefit that sets a product apart from competitors |
| c) Targeting a specific demographic group | d) Increasing the quantity of products in the market |

(v) Identify which of the following is an example of product attributes used in market positioning

- | | |
|-------------------------|-----------------------------------|
| a) Competitors' pricing | b) Product quality and durability |
|-------------------------|-----------------------------------|

- c) Political factors d) Economic trends
- (vi) Identify which stage includes the actual purchase of the chosen product or service:
- a) Purchase decision b) Evaluation of alternatives
- c) Problem recognition d) Post-purchase evaluation
- (vii) In the consumer decision-making process, which stage follows problem recognition? Choose the correct one.
- a) Information search b) Evaluation of alternatives
- c) Purchase decision d) Post-purchase evaluation
- (viii) During which stage does a consumer experience the most intensive cognitive effort and information search? Choose the correct one.
- a) Evaluation of alternatives b) Problem recognition
- c) Post-purchase evaluation d) Purchase decision
- (ix) In cost-oriented pricing, what pricing method involves adding a markup to the production cost? Choose the correct one.
- a) Target pricing b) Cost-plus pricing
- c) Dynamic pricing d) Value-based pricing
- (x) Indicate which pricing approach emphasizes setting prices based on what customers are willing to pay.
- a) Cost-oriented pricing b) Demand-oriented pricing
- c) Value-oriented pricing d) Competitive pricing
- (xi) In a skimming pricing strategy, what type of customers are targeted initially? Choose the correct one.
- a) Price-sensitive customers b) High-income customers
- c) Loyal customers d) A diverse customer base
- (xii) Identify the primary function of distribution channels in marketing.
- a) Product development b) Promotion
- c) Price determination d) Movement of goods
- (xiii) Identify the lowest level in a distribution channel where the product moves directly from the manufacturer to the consumer.
- a) Producer b) Retailer
- c) Wholesaler d) Agent
- (xiv) In distribution channels, what is a two-level channel known as? Select the correct one.
- a) Producer -> Distributor -> Consumer b) Producer -> Agent -> Consumer
- c) Producer -> Wholesaler -> Consumer d) Producer -> Retailer -> Consumer
- (xv) Identify what promotion mix element utilizes direct communication with individual customers through methods like email, phone calls, or catalogs.
- a) Sales promotion b) Personal selling
- c) Advertising d) Direct marketing

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the impact of economic environment on marketing management. (3)
3. Explain the importance of post purchase evaluation stage in consumer purchase decision. (3)
4. Discuss the benefits of market segmentation. (3)
5. Write short notes on: Product line and Product width. (3)
6. Recommend some essential tools utilized in social media marketing strategy. (3)

OR

Estimate the role of blogging in digital marketing.

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(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define consumer goods and industrial goods. (5)
8. Describe few characteristics of digital economy. (5)
9. Discuss about Extended problem solving and habitual buying behaviour. (5)
10. Explain briefly the product life cycle. (5)
11. Illustrate different online communities and social networks, and their impact on marketing strategies. (5)
12. Explain the concept of price penetration and price skimming. (5)

OR

Explain about factors affecting the choice of distribution channel. (5)
