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BRAINWARE UNIVERSITY  
251007-MUMBAI-INDIA

# BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – BBA-2022  
Course Name – Principles of Marketing  
Course Code - BBAC302  
( Semester III )

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**Brainware University**  
**Barasat, Kolkata -700125**

**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 :
- Select which stage of the marketing process does market segmentation come after.
    - Product development
    - Market research
    - Advertising
    - Mass marketing
  - Select the correct option. What is psychographic segmentation based on?
    - Social class, lifestyle, and personality traits
    - Geographic location and climate
    - Age, gender, and income
    - Purchasing behavior
  - Identify the role that emotional appeal plays in market positioning.
    - It helps in reducing production costs
    - It creates a personal connection between the product and the consumers
    - It decreases the quality of the product
    - It targets competitors
  - Determine which psychological factor affects consumer behavior and refers to an individual's consistent behaviors or responses to recurring situations.
    - Perception
    - Motivation
    - Attitude
    - Personality
  - Choose the correct option. What does the 'reference group' influence in consumer behavior?
    - Personal income
    - Buying decisions
    - Geographic location
    - Educational background
  - Choose the correct option. When a consumer buys a familiar brand out of habit without considering other options, what type of decision-making is this?
    - Extended Decision Making
    - Impulse Buying
    - Limited Decision Making
    - Habitual Decision Making
  - Interpret Impulse Buying in consumer behavior.
    - Making decisions after thorough research
    - Buying products without any prior planning or consideration

- c) Purchasing products based on recommendations  
d) Avoiding buying altogether
- (viii) Choose the characteristic of High Involvement Products in consumer decision making.  
a) Low cost and low risk  
b) Frequent purchases  
c) Significant personal importance and high risk  
d) Not important for consumers
- (ix) Identify the primary goal of marketing.  
a) Maximizing profits  
b) Increasing market share  
c) Creating customer value and satisfaction  
d) Expanding the product line
- (x) Choose the correct option. Which of the following stages in the product life cycle is characterized by a rapid increase in sales and the emergence of competitors?  
a) Introduction  
b) Growth  
c) Maturity  
d) Decline
- (xi) Identify the marketing strategy that focuses on increasing sales of existing products to current customers.  
a) Market development  
b) Market penetration  
c) Product development  
d) Diversification
- (xii) Select the correct option. Which of the following is a characteristic of relationship marketing?  
a) Short-term focus on sales  
b) Transactional interactions only  
c) Building long-term customer relationships  
d) Minimal customer engagement
- (xiii) Select the correct option. When a company decides to offer discounts, special offers, or bundling deals, which element of the marketing mix is being adjusted?  
a) Product  
b) Price  
c) Place  
d) Promotion
- (xiv) Identify which of the following is NOT a common basis for market segmentation.  
a) Geographic location  
b) Gender and age  
c) Product color  
d) Psychographic traits
- (xv) Examine why is market segmentation important for businesses.  
a) It helps in identifying new market opportunities  
b) It enables customized marketing strategies  
c) It improves customer satisfaction  
d) All of the above

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. State about the selling concept in marketing. (3)
3. Differentiate between culture, subculture, and social class. (3)
4. Consumer involvement is usually high while purchasing a product. Identify the buying behaviour and explain about it. (3)
5. Explain the personal factors that used to influence consumer while taking purchase decisions. (3)
6. Explain about the new product pricing. (3)

**OR**

Explain price-penetration strategy in detail with relevant example. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Describe the concept of marketing mix with suitable example. (5)
8. Illustrate the benefits of market segmentation. (5)
9. Explain briefly the market targeting strategies. (5)

10. Explain briefly the concept of product mix.

(5)

11. Summarize the factors affecting promotion mix.

(5)

12. Classify different types of products with examples.

(5)

OR

Explain the concept of product level with examples.

(5)

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