



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA-Hons-2023

Course Name – Principles of Marketing

Course Code - BBA20104

( 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) Identify the primary goal of marketing.
    - a) Maximizing profits
    - b) Increasing market share
    - c) Creating customer value and satisfaction
    - d) Expanding the product line
  - (ii) Identify which of the following is NOT a part of the 4 P's of marketing mix.
    - a) Product
    - b) Price
    - c) People
    - d) Place
  - (iii) Identify the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors called
    - a) Market targeting
    - b) Market segmentation
    - c) Market positioning
    - d) Market differentiation
  - (iv) What does SWOT analysis stand for in the context of marketing? Select the correct option.
    - a) Strengths, Weaknesses, Opportunities, Threats
    - b) Sales, Workforce, Objectives, Targets
    - c) Strategies, Workflow, Objectives, Tactics
    - d) Suppliers, Warehousing, Operations, Transportation
  - (v) 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
  - (vi) State the characteristic of relationship marketing.
    - a) Short-term focus on sales
    - b) Transactional interactions only
    - c) Building long-term customer relationships
    - d) Minimal customer engagement

- (vii) Define the marketing mix.
- a) A set of tools used to create and implement marketing strategies
  - b) The combination of various marketing techniques for increasing sales
  - c) The process of mixing different marketing channels
  - d) A type of market research technique
- (viii) In the context of the marketing mix, what does 'product' refer to?
- a) The physical item being sold, along with its features and benefits
  - b) The advertising and promotional materials used by the company
  - c) The process of delivering the product to the customer
  - d) The packaging and labeling of the product
- (ix) Which of the following best defines the term 'product differentiation' in developing the marketing mix?
- a) Creating a unique product with distinctive features and benefits
  - b) Lowering the quality of the product to reduce costs
  - c) Offering the product at the lowest possible price
  - d) Selling the same product in different markets
- (x) Select the role that market research plays in developing the marketing mix.
- a) It helps in setting the product price
  - b) It assists in understanding customer preferences and needs
  - c) It determines the product's physical features
  - d) It handles the distribution of the product to various markets
- (xi) Identify what stage involves reviewing and reflecting on the purchase experience and its outcomes:
- a) Post-purchase evaluation
  - b) Problem recognition
  - c) Purchase decision
  - d) Evaluation of alternatives
- (xii) When a company uses a penetration pricing strategy, what is its primary objective? Choose the correct one.
- a) Quickly gain market share
  - b) Maximize short-term profits
  - c) Attract high-end customers
  - d) Both a and b
- (xiii) In the context of pricing strategies, what is the goal of a skimming strategy? Select the correct one.
- a) Quickly gain market share
  - b) Appeal to price-sensitive customers
  - c) Maintain a low price point
  - d) Attract premium customers
- (xiv) What pricing method determines the price based on the costs of production and desired profit margin? Choose the correct one.
- a) Value-based pricing
  - b) Dynamic pricing
  - c) Cost-plus pricing
  - d) Psychological pricing
- (xv) Identify which pricing method involves setting prices by considering the prices set by competitors.
- a) Dynamic pricing
  - b) Cost-plus pricing
  - c) Competitive pricing
  - d) Psychological pricing

### Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Discuss the benefits of market segmentation. (3)
- 3. Explain the concept of market positioning with examples. (3)
- 4. Determine the significance of packaging. (3)

5. Identify the difference between selling and marketing. (3)  
6. Assess the importance of social marketing. (3)

**OR**

Justify the influence of digital marketing in the present scenario. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Explain briefly the concept of product mix. (5)  
8. Explain product length and breadth with examples. (5)  
9. Explain the concept of product level with examples. (5)  
10. Illustrate the process of new product development. (5)  
11. Summarize the various types of sales promotion methods. (5)  
12. Justify some key challenges that companies face in implementing sustainable marketing practices (5)

**OR**

Summarize integrated marketing concept. (5)

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