



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026

Programme – BBA-Hons-2023/BBA-Hons-2024/BBA-Hons-2025

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) Identify a key characteristic of services that differentiates them from physical products.
 - a) Standardization
 - b) Inseparability
 - c) Tangibility
 - d) Storability
- (ii) Identify the key purpose of promotion in marketing.
 - a) Lower costs
 - b) Increase production
 - c) Communicate and persuade customers
 - d) Eliminate competition
- (iii) Identify the correct classification of the following factor: "Government regulations affecting business practices."
 - a) Microenvironment
 - b) Macroenvironment
 - c) Technological factor
 - d) Competitive factor
- (iv) Select the microenvironmental factor that refers to businesses that help a company distribute and sell its products.
 - a) Marketing Intermediaries
 - b) Customers
 - c) Public
 - d) Technological Environment
- (v) Identify the external group that provides resources such as raw materials and components to a company.
 - a) Suppliers
 - b) Competitors
 - c) Employees
 - d) Marketers
- (vi) Interpret the purpose of demographic segmentation.
 - a) To divide the market based on customer behavior
 - b) To categorize customers based on their age, gender, income, etc.
 - c) To target customers in specific geographic locations
 - d) To analyze competitors' market share
- (vii) Identify which targeting strategy focuses on offering different products to different market segments.
 - a) Undifferentiated marketing
 - b) Differentiated marketing

- c) Concentrated marketing
(viii) Select the benefit of niche marketing.
a) It allows businesses to target a specific, well-defined segment
c) It eliminates competition
(ix) Identify which of the following factors is crucial in the selection of a target market.
a) The size of the market segment
c) The gender of the target audience
(x) Identify the primary goal of market positioning.
a) To increase production costs
c) To target all available market segments
(xi) Choose the correct option. When a consumer buys a product because of a sudden urge, without considering the consequences, it is an example of:
a) Extended Decision Making
c) Limited Decision Making
(xii) Identify the social factor that can influence consumer decisions by shaping preferences and behaviors based on the opinions of family, friends, or peer groups.
a) Family life cycle
c) Cultural norms
(xiii) Identify what pricing method involves pricing a product at a high initial price and gradually lowering it.
a) Penetration pricing
c) Dynamic pricing
(xiv) Identify the primary objective of distribution decisions.
a) To maximize product cost
c) To limit product availability
(xv) In the promotion mix, which element is more likely to involve mass communication to reach a broad audience? Choose the correct one
a) Personal selling
c) Sales promotion
d) Mass marketing
b) It requires fewer marketing efforts
d) It reduces production costs
b) The gender of the target audience
d) The popularity of the product
b) To create a unique and favorable perception of the product in the consumers' minds
d) To reduce the quality of the product
b) Impulse Buying
d) Habitual Decision Making
b) Reference groups
d) Income level
b) Cost-plus pricing
d) Skimming pricing
b) To ensure products reach customers efficiently
d) To increase production complexity

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss the benefits of market segmentation. (3)
3. Explain differentiated market targeting with examples. (3)
4. Write short notes on: Product life cycle. (3)
5. Describe the difference between customer needs, wants, and demands. (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. Describe the importance of positioning in marketing. (5)
8. Describe how digital media influences modern consumer behavior. (5)
9. Illustrate the types and functions of packaging in marketing (5)
10. Provide an overview of the integrated marketing concept. (5)
11. Define consumer goods and industrial goods with examples. (5)

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12. Illustrate the concept of bundle pricing and competitive pricing. (5)

OR

Describe the factors influencing the selection of a distribution channel. (5)
