



SYMBIOSIS SKILLS AND OPEN UNIVERSITY

(Established under Govt. of Maharashtra Act No. XXXVII 2017 dated 3rd May 2017)

PR No.:

BBA Retail Management
Principles of Marketing Management I [MGMT118]
Semester –I (Regular) Theory Examination,
December-2019

Duration: 2 Hr.

Total Marks: 50

Total Pages - 02

Instructions for Students:

1. ALL questions are compulsory
2. Do NOT write on question paper except PR No.
3. Figures to the RIGHT indicate full marks

Q. 1 Choose the CORRECT option.

(10 Marks)

- i. Marketers often use the term _____ to cover various grouping of customers.
 - a) People
 - b) Buying power
 - c) Demographic segment
 - d) Market
- ii. The most basic level of a product is called as:
 - a) Core product
 - b) Central product
 - c) Fundamental product
 - d) Augmented product
- iii. In marketing, _____ is the focal point.
 - a) Profit
 - b) Sales
 - c) Customer
 - d) Product
- iv. Which one of these is not one of the four Ps of the original marketing mix proposed by McCarthy?
 - a) Product
 - b) Price
 - c) Publication
 - d) Place
- v. Which stage of PLC it is expected to offer a basic product?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- vi. The marketing activity of dividing markets into smaller units with similar needs and characteristics is known as:
 - a) Target marketing
 - b) Marketing segmentation
 - c) Positioning
 - d) Relationship marketing

vii. Bread and milk are which kind of products?

- a) Speciality
- b) Convenience
- c) Shopping
- d) Unsought

viii. The four unique elements of services include:

- a) Independence, intangibility, inventory and inception
- b) Independence, increase, inventory and intangibility
- c) Intangibility, inconsistency, inseparability and inventory
- d) Intangibility, independence, inseparability and inventory

ix. The _____ holds that the organizations task is to determine the needs, wants and interest of the target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances a consumers' and the society's wellbeing.

- a) Selling concept
- b) Production concept
- c) Societal marketing concept
- d) Ethically responsible marketing

x. Which of the following is not an example of unsought product?

- a) Funeral services
- b) Insurance
- c) Anti-virus
- d) Jewellery

Q. 2 What is new product? Discuss new product development process in detail.

(10 Marks)

Q. 3 Explain market segmentation variables in detail.

(10 Marks)

Q. 4 Explain the following core concepts of marketing with suitable examples:

(10 Marks)

- a) Need, want
- b) Demand
- c) Consumer and customer
- d) Customer satisfaction

OR

Assume that you are working with CCD, and you are looking for new product ideas that you can use to expand your menu. What sources would you consult to generate new product ideas?

Q. 5 What is consumer behaviour? Discuss factors affecting consumer buying behaviour.

(10 Marks)

OR

Consider your most recent purchase of electronic goods. How was it influenced by:

- a) Perception
- b) Learning
- c) Peer group
- d) Status

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