

2 0 2 1

(July)

BUSINESS ADMINISTRATION

(Honours)

(Principles of Marketing)

(BBAH-203)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(Marks : 15)

UNIT—I

- 1.** What do you mean by marketing myopia? 3

Or

Distinguish between selling concept and marketing concept.

UNIT—II

- 2.** What are convenience goods? 3

Or

What do you mean by product depth?
Give an example.

UNIT—III

- 3.** Write any three objectives of pricing policy. 3

Or

What are some of the reasons that would lead a consumer to being less sensitive to the price?

UNIT—IV

- 4.** Identify the causes of channel conflicts. 3

Or

What are the features of a sales promotion campaign?

UNIT—V

- 5.** What is niche marketing? 3

Or

Why is a strategy as a market follower still profitable?

(3)

PART—B

(Marks : 50)

UNIT—I

6. Define marketing. Explain the importance of marketing in today's world. 2+8=10

Or

What is consumer behaviour? State its characteristics. Explain briefly the five steps of buyer's decision process. 2+3+5=10

UNIT—II

7. What do you understand by new product development? State the factors to be considered while developing a new product. 4+6=10

Or

Discuss the different stages of a typical product life cycle. State any two reasons for the significance of packaging as a marketing tool. 7+3=10

UNIT—III

8. What is pricing adaptation strategy in marketing? Identify a company and explain how it has followed price adaptation strategy for its product in the recent times. 3+7=10

(4)

Or

Discuss the different bases of price determination. Explain any three general pricing methods mostly used in the field of marketing. 4+6=10

UNIT—IV

9. Identify the functions of channels of distribution. Explain the channel design decision process. 3+7=10

Or

What are the elements of promotion mix? Explain the various factors that influence channel selection. 3+7=10

UNIT—V

10. Discuss the steps to be followed while preparing a marketing plan. 10

Or

Discuss Porter's five forces model. 10

(5)

PART—C

(Marks : 10)

11. Analyze the case and answer the given questions :

In April 2019, India based travel booking portal Make My Trip (MMT) stepped into the corporate travel booking segment with acquisition of a company Quest2 travel.com. Through this acquisition, the company aimed to extend its service offerings to large corporates and fulfil their travel requirements. The same month, the company launched an innovative travel game show series called MMT Knock Knock in its app with the aim of driving customer engagement through incredible travel bids, deals, rewards and gains.

Questions : 5+5=10

- (a) Identify the segmentations which MMT has adopted to attract new customers.
- (b) Explain how marketing and promotion campaign helped MMT in connecting with customers better. In this regard, discuss what role can be played by the social media in reaching out to customers better and faster.

★ ★ ★