

INDIRA UNIVERSITY, PUNE

SET-1

SCHOOL OF BUSINESS- BBA

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Principles of Marketing
Subject Code: 25BBA131T

Max. Marks: 25
Time: 1.30 Hours

Instructions

- Instructions 1: **Q.1 is Compulsory**
- Instructions 2: **Attempt all the questions from Q. 2 to Q. 5**
Select one out of A & B
All the questions carry 5 marks

CO #	Cognitive Ability	Course Outcome
CO1	Remember	Define the key concepts, nature, and functions of management.
CO2	Understand	Explain management theories, principles, and contributions of key management thinkers.
CO3	Apply	Demonstrate an understanding of management functions like planning, decision-making, organizing, and controlling.
CO4	Analyse	Comprehend latest trends in management, such as CSR, crisis management, and technology integration and management practices in MNCs.

Q1.	Attempt all the questions: 1. Which of the following best defines marketing? a. selling products to customers b. Promoting goods and services c. Creating value to customer d. Advertising through media 2. Which of the following is a component of the macro environment? a. Competitors b. Marketing team c. Economic factors d. Retailer 3. Niche marketing is most closely related to which targeting strategy? a. Undifferentiated b. Concentrated c. Differentiated d. Mass marketing	(5 Marks)	CO1
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	4. Which of the following is not a type of market segmentation? a. Behavioral b. Demographic c. Geographic d. Cultural 5. What concepts focus on improving production efficiency and wide distribution a. Selling concept b. product concept c. Production concept d. Societal Marketing concept	
Q.2	A. Discuss the evolution of marketing in India, highlighting the transition from sales to relationship marketing. (5 Marks) OR B. Explain the various bases for segmenting consumer markets with examples.	CO2
Q.3	A. Apply the concept of 7Ps to create a marketing plan for a service-based business (e.g., salon, gym). (5 Marks) OR B. Apply the STP (Segmentation, Targeting, Positioning) framework to design a marketing strategy for a new FMCG brand.	CO3
Q.4	A. Explain the importance of environmental analysis in marketing with an Indian example. (5 Marks) OR B. Evaluate how environmental and technological factors influence marketing decisions in the digital era.	CO4
Q.5	A. Explain the key functions of marketing and how they contribute to value creation. (5 Marks) OR B. What is positioning? Explain the importance of positioning in brand success with examples.	CO2
