

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- BBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Marketing Management
Course Code: 25BBA231T

Max. Marks: 25
Time: 1.30 Hours

Instructions

- All the Questions are compulsory
- Attempt any one out of two from Q2 to Q4

Q1.	Choose the correct Option: 1. Product features include: a) Quality and design b) Packaging c) Branding d) All the above 2. Bundle pricing refers to: a) Selling one product at high price b) Selling products individually c) Selling multiple products at one price d) Selling at discount 3. Channels of distribution help in: a) Production b) Storage only c) Pricing decisions d) Movement of goods from producer to consumer 4. Place in marketing refers to: a) Pricing strategy b) Distribution of goods c) Promotion activities d) Product design 5. Services marketing mainly deals with: a) Tangible goods b) Intangible benefits c) Physical products d) Raw materials 6. Physical evidence helps to: a) Reduce cost b) Increase production c) Evaluate intangible services d) Improve raw materials	(10 Marks)	CO1
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	7. Individualism emphasizes: a) Group goals b) Family decisions c) Personal goals d) Cultural norms 8. Globalization in marketing means: a) Using a uniform strategy worldwide b) Adapting to local markets c) Selling only in one country d) Reducing production 9. Culture influences: a) Production cost b) Consumer behaviour c) Technology d) Distribution channels 10. Triple Bottom Line includes: a) People, planet, profit b) Cost, profit, sales c) Product, price, place d) Demand, supply, price	
Q2.	Solve any 1 out of 2 Questions: (5 Marks) 1. Explain the concept of marketing promotion and its objectives. 2. Explain the stages of Product Life Cycle (PLC).	CO2
Q3.	Q3. Solve any 1 out of 2 Questions: (5 Marks) 1. Describe the steps in designing a service process. 2. A company wants to reach more customers, apply Product Mix strategies with suitable examples.	CO3
Q4.	Q4. Solve any 1 out of 2 Questions: (5 Marks) 1. Evaluate sustainable and inclusive marketing practices. 2. Explain the effectiveness of promotional mix elements in modern marketing.	CO4
