

# INDIRA UNIVERSITY, PUNE

SET-2

## SCHOOL OF BUSINESS- BBA

Term End Examination (2025 Pattern) December – 2025 - 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.	<b>Attempt all the questions:</b> <b>1. The role of a marketing manager includes all except:</b> a) Pricing strategy b) Sales forecasting c) Consumer behavior analysis d) Production line supervision  <b>2. Micromarketing focuses on</b> a) Entire market b) A specific segment c) Local or individual customers d) Competing brands  <b>3. Positioning refers to:</b> a) Locating a retail outlet b) Setting product prices c) Creating a unique image in customer's mind d) Conducting market research	(5 Marks)	CO1
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	<p><b>4. The term 'PEST' in PEST analysis stands for:</b></p> <p>a) Product, Economy, Structure, Technology  b) Planning, Evaluation, Strategy, Tactics  c) Public, External, Sales, Targeting  d) Political, Economic, Social, Technological</p> <p><b>5. ___ refers to the promotion of products that are environmentally friendly or produced through sustainable practices</b></p> <p>a) green  b) event  c) Idea  d) digital</p>	
Q.2	<p>A. Elaborate on the role and responsibilities of a marketing manager in a modern organization. <b>(5 Marks)</b></p> <p style="text-align: center;"><b>OR</b></p> <p>B. Discuss the significance of segmentation in marketing strategy formation. <b>(5 Marks)</b></p>	CO2
Q.3	<p>A. Apply SWOT and PEST tools together for a chosen company (e.g., Ola or Zomato). <b>(5 Marks)</b></p> <p style="text-align: center;"><b>OR</b></p> <p>B. Apply the concept of 7Ps to create a marketing plan for a service-based business (e.g., salon, gym). <b>(5 Marks)</b></p>	CO3
Q.4	<p>A. Analyze how SWOT analysis helps businesses make better marketing decisions. <b>(5 Marks)</b></p> <p style="text-align: center;"><b>OR</b></p> <p>B. Illustrate how PEST analysis can influence marketing strategy in the Indian context. <b>(5 Marks)</b></p>	CO4
Q.5	<p>A. Explain the 4Ps of marketing mix and their importance in traditional marketing. <b>(5 Marks)</b></p> <p style="text-align: center;"><b>OR</b></p> <p>B. Differentiate between transactional and relationship marketing. <b>(5 Marks)</b></p>	CO2

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