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End Semester Examination, December 2024

BBA (H) / BBA (H) LSCM / BBA (H) ACCA / B.Com (P) / B.Com (H) NSE / B.Com (H) ACCA – 1st
Semester

FUNDAMENTALS OF MARKETING (MCBA109)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 **Attempt any five questions from the following:**

- | | |
|--|-----------------------|
| (a) Explain the classification of consumer products. | [CO-1] [L-2] 2 |
| (b) Differentiate between marketing and selling. | [CO-1] [L-2] 2 |
| (c) Discuss the concept of marketing channel. | [CO-1] [L-2] 2 |
| (d) Discuss the impact of the economic environment on an organization. | [CO-1] [L-2] 2 |
| (e) Discuss the features which make an industry attractive. | [CO-1] [L-2] 2 |
| (f) Explain the concept of Neuro Marketing. | [CO-1] [L-2] 2 |
| (g) Discuss the role of influencers in digital marketing. | [CO-1] [L-2] 2 |

2x5

PART-B

- Q.2 Analyze the key stages of the New Product Development process. Identify potential challenges at each stage and suggest strategies to overcome them in a competitive market. [CO-2] [L-3] **10**

OR

- (a) Illustrate the concept of dynamic pricing. Explain how it is used by organizations to maximize profitability.
- (b) Illustrate the concept of psychological pricing and its impact on perceived value. [CO-2] [L-3] **10**

- Q.3 (a) Identify the types of intermediaries involved in an indirect distribution channel. Explain their functions and the value they add to the distribution process.
- (b) Describe the different levels of distribution channels. Analyze which level would be most effective for a luxury product versus a mass-market product. [CO-3] [L-4] **10**

OR

Evaluate the key steps in the personal selling process. Explain how a salesperson can modify their approach at each stage to maximize effectiveness. [CO-3] [L-4] **10**

- Q.4 Identify emerging digital marketing tools and platforms. Discuss how adopting these tools can give competitive edge to an organization [CO-4] [L-4] **10**

OR

Assess how AI powered tools can be used by organizations across the components of marketing mix. [CO- 4] [L-4] **10**

- Q.5 Evaluate the impact of social factors, including peer influence and family roles, on the consumer buying process for high-stakes products, like real estate or automobiles. [CO-5] [L-5] **10**

OR

Analyze the different stages of the consumer decision-making process and discuss how each stage may be affected by digital marketing channels, such as social media and e-commerce platforms. [CO-5] [L-5] **10**