



BBA-R 106

BBA IInd SEMESTER EXAMINATION, 2024-25

BACHELOR OF BUSINESS ADMINISTRATION-RETAIL

(Principles of Marketing)

(4+0)

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Paper ID

(To be filled in the
OMR Sheet)

5811

Date (तिथि) : _____

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) : _____

Time : 1:30 Hrs.

समय : 1:30 घण्टे

Max. Marks : 75

अधिकतम अंक : 75

नोट : पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।

Important Instructions :

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

महत्वपूर्ण निर्देश :

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. Which of the following is an example of personal selling ?
 - (A) A television Commercial
 - (B) A press release about a new product
 - (C) A sales person presenting a product to a potential
 - (D) A social media advertisement
2. Which of the following is a key advantage of online marketing ?
 - (A) Limited reach
 - (B) High Costs
 - (C) Ability to target specific audiences
 - (D) Delayed feedback
3. Which of the following best defines 'Pricing' ?
 - (A) The process of determining how much to charge for a product or service
 - (B) The method of promoting a product
 - (C) The strategy of distributing products to retailers
 - (D) The Technique of producing goods at lower Cost
4. Direct marketing involves :
 - (A) Selling products through intermediaries
 - (B) Mass advertising
 - (C) Direct Communication with targeted individual Consumers
 - (D) Public relations activities
5. Which of the following is a pricing strategy where a Company Charges different prices to different Customers for the same product :
 - (A) Cost-plus pricing
 - (B) Dynamic pricing
 - (C) Psychological pricing
 - (D) Premium pricing

6. What is the primary goal of value-based pricing ?
- (A) To set prices based on seasonal demand
 - (B) To set prices based on the Cost of production plus a desired profit margin
 - (C) To set prices lower than all Competitors
 - (D) To set prices based on the perceived value to the customer rather than on the Cost of product
7. Which of the following is Not a type of distribution channel ?
- (A) Direct Selling
 - (B) Wholesalers
 - (C) Retailers
 - (D) Competitors
8. What is 'Price' skimming ?
- (A) Setting a low price to penetrate the market quickly
 - (B) Setting a high price initially and then lowering it over time
 - (C) Continuously matching Competitors prices
 - (D) Offering discount during off-peak seasons
9. Which of the following is a characteristic of an exclusive distribution strategy ?
- (A) The product is available through a limited number of outlets
 - (B) The product is available through all possible outlets
 - (C) The product is sold directly to Consumers without intermediaries
 - (D) The product is sold online only
10. Which of the following is Not a Component of the promotional mix ?
- (A) Advertising
 - (B) Personal selling
 - (C) Product design
 - (D) Public relations

11. In the Communication process, What does 'encoding' refer to ?
- (A) The process of interpreting the message by the receiver
 - (B) The process of creating the message by the sender
 - (C) The medium through which the message is sent
 - (D) The feedback from the receives to the sender
12. Which type of promotion involves face-to-face interaction with potential buyers to make a sale ?
- (A) Advertising
 - (B) Public relations
 - (C) Personal selling
 - (D) Sales promotion
13. What is the primary objective of public relations ?
- (A) To increase immediate sales through discounts
 - (B) To manage the public images and build a favourable reputation of the Company
 - (C) To directly persuade customers to purchase products
 - (D) To create paid announcements promoting products
14. What is social marketing ?
- (A) Marketing products through social media platforms
 - (B) Designing and implementing programs to influence the behaviour of target audiences to improve their personal welfare and that of society
 - (C) Selling products directly to Consumers through social events
 - (D) Networking with potential Clients at social gatherings

15. Which elements is Not part of promotional mix ?
- (A) Advertising
 - (B) Personal selling
 - (C) Product design
 - (D) Public relations
16. What is the primary purpose of sales promotion ?
- (A) Build long- term brand image
 - (B) Provide incentives to stimulate immediate sales
 - (C) Establish direct Communication with customers
 - (D) Manage the company's public image
17. In the communication process, the person who decodes the message is known as the :
- (A) Sender
 - (B) Channel
 - (C) Receiver
 - (D) Encoder
18. Social marketing primarily aims to :
- (A) Promote social causes and behaviour
 - (B) Increase sales of a product
 - (C) Enhance social media presence
 - (D) Develop relationship with social media influencers
19. In a distribution channel, What role does a 'Wholesaler' play ?
- (A) Sells products directly to Consumers
 - (B) Buys products in bulk from manufacturers and sells them to retailers
 - (C) Manufactures products
 - (D) Provides after-sales service

20. What is the primary purpose of a distribution channel ?
- (A) To increase the production of goods
 - (B) To reduce the Cost of goods sold
 - (C) To Create advertising Campaigns for products
 - (D) To facilitate the movement of goods from producers to Consumers
21. Green marketing focuses on :
- (A) Promoting products bases on their environmental benefits
 - (B) Marketing products in rural areas
 - (C) Utilizing green-Colored packaging
 - (D) Reducing marketing expenses
22. Which pricing strategy involves setting a high price to create a perception of quality and exclusivity ?
- (A) Economy pricing
 - (B) Penetration pricing
 - (C) Premium pricing
 - (D) Skimming pricing
23. Which factor is most likely to influence the choice of distribution channel ?
- (A) The Color of the product
 - (B) The weight and size of the product
 - (C) The CEO's preference
 - (D) The company's social media presence

24. Which promotional tool is characterized by short-term incentives to encourage the purchase or sale of product or service ?
- (A) Advertising
 - (B) Personal selling
 - (C) Public relations
 - (D) Sales promotion
25. What is the main advantage of using a direct distribution channel ?
- (A) Lower distribution Costs
 - (B) Greater Control over the brand image and Customer experience
 - (C) Increased reach through intermediaries
 - (D) Reduced need for a sales force
26. Which factor does Not typically affect the pricing of a product ?
- (A) Production Costs
 - (B) Competitor prices
 - (C) Employee salaries
 - (D) Customer demand
27. What is penetration pricing ?
- (A) Setting a high initial price to skim segments willing to pay more
 - (B) Setting a low initial price to attract a large number of buyers quickly
 - (C) Matching the price of Competitors
 - (D) Continuously lowering prices to undercut Competitors
28. Which of the following is not a component of the Marketing mix ?
- (A) Product
 - (B) Price
 - (C) Profit
 - (D) Promotion

29. Which of the following is NOT part of the Marketing environment ?
- (A) Demographic factors
 - (B) Technological factors
 - (C) Political factors
 - (D) Employee salaries
30. Which factor is part of the Macro Marketing environment ?
- (A) Supplier relationship
 - (B) Customer preferences
 - (C) Economic Conditions
 - (D) Advertising strategies
31. Which is NOT an element of the economic environment ?
- (A) Inflation
 - (B) Consumer income
 - (C) Employment
 - (D) Brand imputation
32. What is product ?
- (A) Only physical goods
 - (B) Anything offered in the Market to satisfy needs
 - (C) Only services
 - (D) Only tangible goods

33. What is NOT a product classification ?
- (A) Consumer goods
 - (B) Industrial goods
 - (C) Luxury goods
 - (D) Marketing goods
34. Which of these is a durable product ?
- (A) Soap
 - (B) Laptop
 - (C) Soft drink
 - (D) Newspaper
35. What is "Product life cycle" (PLC) ?
- (A) The growth stage of a business
 - (B) The lifespan of a product in the Market
 - (C) A Company's financial cycle
 - (D) A customer's buying cycle
36. Which of these is a key element of packaging ?
- (A) Warranty
 - (B) Size and design
 - (C) After sales services
 - (D) Customer reviews

37. Which one of the following is an example of an Unsought Product ?
- (A) Toothpaste
 - (B) Mobile phone
 - (C) Shoes
 - (D) Life Insurance
38. Which of the following is Not a type of product classification ?
- (A) Convenience products
 - (B) Shopping products
 - (C) Capital Products
 - (D) Speciality product
39. Which of the following is an intangible product ?
- (A) Smartphone
 - (B) Shoes
 - (C) Software service
 - (D) Car
40. Which stage of the product life cycle is characterized by rapid Market expansion and competition ?
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline

41. A brand logo is a part of its :
- (A) Functional attributes
 - (B) Psychological appeal
 - (C) Visual Ideality
 - (D) Price strategy
42. The product development process includes which of the following stages ?
- (A) Idea generation
 - (B) Product only
 - (C) Pricing strategy
 - (D) Customer Complaints Management
43. Which types of Marketing focuses on promoting social causes ?
- (A) Digital Marketing
 - (B) Guerrilla Marketing
 - (C) Relationship Marketing
 - (D) Societal Marketing
44. Which of the following is an example of a demographic factor in marketing ?
- (A) Economic Inflation
 - (B) New technology trends
 - (C) Consumer Age group
 - (D) Government regulation

45. Which Marketing environment factor is directly controlled by a company ?
- (A) Marketing Mix
 - (B) Competitors
 - (C) Economic Condition
 - (D) Legal regulation
46. What is branding ?
- (A) Increasing product prices
 - (B) Managing supply chains
 - (C) Creating a unique identity for a product
 - (D) Selling only high quality product
47. Which stage of the product life cycle has the highest level of competition ?
- (A) Introduction
 - (B) Decline
 - (C) Growth
 - (D) Maturity
48. Which branding strategy allows a company to use different names for different product ?
- (A) Family branding
 - (B) Individual branding
 - (C) Store branding
 - (D) Umbrella branding

49. Which type of product requires extensive Customer research before purchase ?
- (A) Convenience product
 - (B) Unsought product
 - (C) Shopping product
 - (D) Perishable product
50. In which stage of the product life cycle do sales start to decline ?
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline
