

Total No. of Questions : 4]

SEAT No. :

PC1130

[6316]-305

[Total No. of Pages : 2

T.Y. B.B.A.

505-A : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Objective type of questions. **[10]**

A) MCQ : **[5]**

- a) What is a key component of the marketing microenvironment?
 - i) Economic environment
 - ii) Political environment
 - iii) Macro environment
 - iv) Company
- b) The economic environment includes factors related to:
 - i) Weather conditions
 - ii) Interest rates and inflation
 - iii) Technological advancements
 - iv) Social norms
- c) Which of the following is NOT one of Porter's Five Forces?
 - i) Bargaining power of suppliers
 - ii) Threat of new entrants
 - iii) Bargaining power of competitors
 - iv) Threat of substitutes
- d) Which of the following is an example of a financial KPI?
 - i) Customer satisfaction score
 - ii) Employee turnover rate
 - iii) Return on investment (ROI)
 - iv) Market share
- e) PPC stands for:
 - i) Pay Per Click
 - ii) Pay Per Click
 - iii) Pay Per Consumer
 - iv) Pack per Click

P.T.O.

B) Match the Pairs: [5]

A	B
a) BCG	i) Types of Sales Promotion
b) KPI	ii) Price equals to competitors' price
c) Parity Pricing	iii) Price more than competitors' price
d) Premium Pricing	iv) Boston Consultancy Group
e) Free samples	v) Key Performance Indicator

Q2) Answer the following questions. (Attempt any 1 out of 2) [10]

- a) Define product mix. Explain different strategies in PLC.
- b) Describe the various stages of the marketing research process.

Q3) Answer the following questions. (Attempt any 1 out of 2) [10]

- a) Define marketing environment. Explain the Micro and Macro environmental factors.
- b) Discuss the process of consumer buying behaviour process with example of buying for flat.

Q4) Short notes (Attempt any 4 out of 6) [20]

- a) Porters 5 forces Model
- b) Customer Satisfaction, Customer Delight, Customer Dissatisfaction
- c) BCG Matrix
- d) Types of Pricing
- e) Key Performance Indicators (KPIs)
- f) Significance of report writing in the marketing research process

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