

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem II - D1UA203T - F010202TB

### Marketing Theory and Practice

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. A fast-food restaurant wants to introduce a new menu item. Outline the steps you would take to conduct marketing research to assess the potential demand and gather customer feedback on the new product. K2 CO1 (5)
2. Explain the term Marketing Myopia with suitable example . K2 CO1 (5)
3. Illustrate the Objectives and Benefits of Market Segmentation . K2 CO1 (5)
4. Analyze how grasping of the external environmental is essential for the formulation of the strategy. K4 CO2 (10)
5. What is brand identity and with example illustrate why do organizations need one. K2 CO2 (10)
- 6) Choose a company of your choice from any sector and map its goods/services in the BCG matrix. K4 CO2 (10)

### OR

- Examine what special challenges the present times holds for marketing K4 CO2 (10)
7. "Relationship marketing aims at building long-term relationship with the customers." Analyze this statement. K3 CO2 (10)
  8. Explain how the societal marketing concept can help businesses build stronger relationships with their target audience and enhance brand loyalty. K4 CO3 (15)
  - 9) Assume that you are the marketing communications manager for a brand of paper towels. Since this is low involvement product, discuss how would you develop an advertising and promotion strategy for this brand. K5 CO3 (15)

### OR

- Analyze the various factors influencing Marketing Channel Strategies K5 CO3 (15)
10. Analyze and explain various types of pricing policies available to a marketer to fix a price for its products. K5 CO3 (15)