

Indian Maritime University
(A Central University, Govt of India)

End Semester Examinations – December 2025

Programme Name: BBA (Logistics, Retailing and E-Commerce)

Semester: I

Subject Code: UG31T4105

Subject Name: Principles and Practices of Marketing

Date: 16.12.2025	Max Marks: 70
Duration: 03 Hrs	Pass Marks: 35

General Instructions

- All Sections (A, B & C) are to be attempted.
- Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. Marketing is carried out with _____ as the main focus under the concept of "marketing management."
 - A. Consumer
 - B. Supplier
 - C. Investor
 - D. None of the above
2. Which of the following describes a selling strategy?
 - A. Branding
 - B. Labelling
 - C. Packaging
 - D. None of the above
3. In the basic framework of consumer decision-making, the first step is _____.
 - A. Purchase
 - B. Information Search
 - C. Need
 - D. Evaluation of alternatives
4. Revenue through Customer Satisfaction Is targeted in Concept
 - A. Production
 - B. Holistic
 - C. Marketing

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- D. Selling
5. Businesses usually develop _____ rather than single products.
- A. product families
 - B. product lines
 - C. product groupings
 - D. product brands
6. Rising public awareness, price reductions caused on by increased competition, and a noticeable increase in sales volume are some of _____ characteristics in PLC.
- A. Mature stage
 - B. Decline stage
 - C. Growth stage
 - D. Market introduction stage
7. The primary concept that stands between the brand and its equity is
- A. Brand name
 - B. Brand identity
 - C. Co-branding
 - D. Brand image
8. ----- is the practice of charging a low price right from the beginning to stimulate the growth of the market.
- A Skimming
 - B Penetration
 - C Premium
 - D None of these
9. Which of these middlemen typically doesn't sell to the end users directly?
- A Company sales force
 - B Broker
 - C Value added reseller
 - D Wholesaler
10. -----products that are more suited for personal selling
- A High involvement
 - B Low involvement
 - C Inexpensive
 - D Non-durable

Section B

Five Questions of 02 Marks each

- 11. Explain the concept of Marketing Mix.
- 12. State any two differences between consumer goods and industrial goods.
- 13. What is Market Segmentation?
- 14. Write short notes on Customer Satisfaction.
- 15. What is the importance of Packaging in marketing?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Explain the various functions that the market plays. Describe the activities connected to each function.
17. List the types of customer segmentation. Describe the factors influencing the choice of buying.
18. Explain PLC with relevant examples for each stage.
19. Define the term "price" in marketing? Deliberate pricing strategies.
20. Explain various modes of marketing communications mix.
21. Explain Product and Brand Management strategies with examples.
22. Write notes on emerging trends in marketing such as Digital, Green, and Social Marketing.