

Roll No: _____

DATE: __/__/____

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-MAY 2025

BBA – II SEMESTER

BM 2224: MARKETING DYNAMICS

TIME: 3 hours.

10

MAX. MARKS: 80

This paper contains TWO printed pages and FOUR parts

Instructions:

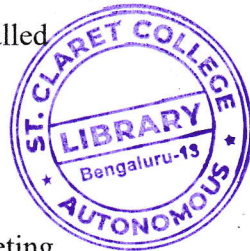
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer ALL the questions. Each answer carries ONE mark.

[10x1=10]

1. What does the term "Marketing" mean?
 - a) Selling products at the highest price
 - b) Promoting products through advertisements
 - c) The process of creating, communicating, and delivering value to customers
 - d) The process of manufacturing goods
2. Which of the following is a key characteristic of holistic marketing?
 - a) Focus on product only
 - b) Integration of all marketing functions and activities
 - c) Focus on a single marketing channel
 - d) Short-term strategies for profits
3. A market where customers buy products and services for personal use is called
 - a) Consumer market
 - b) Business market
 - c) Industrial market
 - d) Government market
4. What is "Environmental Scanning"?
 - a) The process of evaluating competitors' marketing strategies
 - b) The process of monitoring and analyzing the external and internal marketing environment
 - c) The process of designing marketing strategies
 - d) The process of forecasting sales and profits
5. Which of the following is part of the demographic environment?
 - a) National income
 - b) Age distribution of the population
 - c) Political stability
 - d) Availability of natural resources
6. The socio-cultural environment includes:
 - a) Income levels and purchasing power
 - b) Population size and growth rate
 - c) Cultural beliefs, values, and lifestyle of society
 - d) Availability of raw materials



7. A "Product Line" is:
 - a) The range of products offered under one brand name
 - b) A single product that a company offers
 - c) The different distribution channels used for products
 - d) A set of marketing tools used to promote a product
8. Which of the following is NOT a common reason for new product failure?
 - a) Poor product design b) Lack of effective promotion
 - c) High quality production d) Inadequate market research
9. Which of the following is NOT a type of marketing research?
 - a) Exploratory research b) Descriptive research
 - c) Predictive research d) Reactive research
10. Which of the following best defines E-Marketing?
 - a) Marketing through television ads
 - b) Marketing through digital and online platforms
 - c) Door-to-door marketing d) Selling products directly to retailers

PART-B

Answer any THREE questions. Each answer carries EIGHT marks.

[3x8=24]

11. Describe the modern approaches towards the study of marketing.
12. Evaluate the various stages of the Product Life Cycle.
13. Elaborate on the various demographic and socio-economic factors affecting consumer behavior.
14. Analyze the importance of ethics in Marketing in the digital era.
15. What are the various objectives of marketing research?

PART-C

Answer any THREE questions. Each answer carries TWELVE marks.

[3x12=36]

16. Explain the various pricing methods used by firms.
17. Define Marketing Research? Describe the various tools and techniques used in marketing research.
18. What is new product development? Analyze the various stages of new product development.
19. Elaborate on the bases for market segmentation.
20. Examine the various components of online marketing environment.

PART-D

Answer the following case study. Each answer carries TEN marks.

[1x10=10]

21. Nokia was a market leader in mobile phones during the early 2000s, but its downfall came when it underestimated the rise of smartphones. While companies like Apple and Samsung invested in touchscreen technology and app-based ecosystems, Nokia remained focused on its traditional feature phones and Symbian OS. By the time Nokia attempted to innovate, it had already lost significant market share. The company's failure to adapt to changing consumer preferences and technological advancements led to its acquisition by Microsoft in 2014, marking another instance of marketing myopia—focusing on products rather than long-term consumer trends. When does marketing myopia strike in?