Roll No:
DATE: __/__/____

St. Claret College

Autonomous, Bengaluru

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UG END SEMESTER EXAMINATION-MAY 2026
BBA – II SEMESTER
BM 2224: MARKETING DYNAMICS

TIME: 3 hours. **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. Under the Digital Personal Data Protection Act 2023, companies must:
   a) Obtain user consent before collecting personal data
   b) Collect and use any data without restrictions
   c) Sell user data without informing them
   d) Ignore customer preferences

2. Which career option is NOT directly related to Social Media Marketing?
   a) SEO Analyst b) Digital Content Creator c) Data Scientist d) Civil Engineer

3. What does brand preference research aim to understand?
   a) How customers select a brand over competitors
   b) The production costs of a brand
   c) The internal management of a company
   d) The number of employees in an organization

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4. Which of the following is NOT a step in the marketing research process?
   a) Data collection b) Defining the problem
   c) Conducting employee training d) Interpreting data

5. Which promotional method is used to encourage customers to make a purchase immediately?
   a) Advertising b) Personal selling c) Sales promotion d) Public relations

6. Which of the following is an example of a type of distribution channel?
   a) Direct selling b) Online reviews c) Brand loyalty d) Product advertisements

7. The main purpose of segmenting a market is to:
   a) Maximize product production b) Identify the most profitable customer segments
   c) Minimize marketing efforts d) Standardize the product offering

8. 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

9. Which of the following is NOT a classification of markets?
   a) Consumer markets b) Business markets c) Industrial markets d) Political markets

10. What is the primary goal of marketing?
    a) To maximize sales b) To satisfy customer needs and wants
    c) To Increase Company profits d) To produce high-quality products

PART-B

Answer any THREE questions. Each answer carries EIGHT marks. [3x8=24]

11. Analyze the differences between traditional marketing and digital marketing.
12. Classify the different types of marketing research.
13. Explain the four Ps of the marketing mix with relevant examples.
14. Examine the external components of the marketing environment.
15. Differentiate between marketing and selling.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks. [3x12=36]

16. Define the concept of a product and illustrate the stages of the product life cycle.
17. Analyze the reasons for the failure of a new product in the market.
18. Describe market segmentation and classify the different bases used for segmentation.
19. Explain the concept of marketing research and evaluate the tools and techniques used in the process.
20. Interpret ethics in marketing and examine the key roles and importance of ethics in marketing.

PART-D

Answer the following case study. Each answer carries TEN marks. [1x10=10]

21. Apple is one of the most influential technology brands in the world, and its success is driven by a holistic marketing approach. The company focuses not just on selling products but on delivering innovation, seamless user experiences, brand loyalty, and corporate responsibility. Apple's marketing strategy integrates product design, retail experience, digital presence, and customer engagement to create a unified brand image. The launch of the iPhone, for example, is not just about the product—it combines storytelling, ecosystem integration, and strong community engagement, embodying relationship marketing, integrated marketing, internal marketing, and performance marketing. How does holistic marketing help a brand build a strong and sustainable market presence?

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