

Total No. of Questions : 3]

SEAT No. :

PD-1414

[Total No. of Pages : 2

[6440]-705

T.Y. B.B.A

A 505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions:

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

1) A) Multiple Choice Questions (MCQs) : [5]

- i) What does PESTLE analysis stand for?
 - a) Political, Economic, Social, Technological, Legal, Environmental
 - b) Product, Economic, Sales, Technology, Leadership, Environmental
 - c) Publicity, Environment, Sales, Technology, Legal, Economic
 - d) Political, Economic, Sales, Technological, Leadership, Environmental
- ii) Which of the following is NOT a part of the micro-environment in marketing?
 - a) Suppliers
 - b) Competitors
 - c) Cultural factors
 - d) Customers
- iii) SWOT analysis helps in identifying:
 - a) Strengths, Weaknesses, Opportunities, Threats
 - b) Sales, Workforce, Objectives, Targets
 - c) Strategies, Wins, Objectives, Tasks
 - d) Scope, Workload, Opportunities, Threats
- iv) Market segmentation involves:
 - a) Targeting one specific segment of the market
 - b) Combining multiple market segments
 - c) Identifying distinct groups of buyers with different needs and wants
 - d) Ignoring the diversity in the market

P.T.O.

- v) Which of the following is NOT a marketing strategy?
- | | |
|----------------------------|-----------------------|
| a) Product differentiation | b) Cost leadership |
| c) Product proliferation | d) Market penetration |

B) Match the following :

[5]

List A

List B

- | | |
|--------------------------|---|
| i) SWOT analysis. | a) Identifying distinct groups of buyers with different needs and wants. |
| ii) Market segmentation | b) Assessing strengths, weaknesses, opportunities, and threats of a business. |
| iii) Marketing mix | c) Price, product, promotion, place. |
| iv) Competitive analysis | d) Evaluating competitors strengths, weaknesses, strategies, and market positioning |
| v) Marketing research | e) Gathering and analysing data about consumers, competitors, and the market environment. |

2) Short answer type questions (Any 4) :

[4 × 5 = 20]

- Explain the importance of conducting a PESTLE analysis in marketing.
- How does the cultural environment influence consumer behaviour?
- Discuss the significance of competitive analysis in formulating marketing strategies.
- What are the key components of the marketing mix? Briefly explain each.
- How can companies use market segmentation to enhance their marketing efforts?

3) Long Answer Type Questions (Any 2) :

[2 × 10 = 20]

- Describe the impact of technological advancements on the marketing environment.
- Explain the steps involved in conducting a SWOT analysis for a business. Provide examples.
- Discuss the challenges faced by businesses in adapting to changes in the political environment.
- How can businesses leverage social media as part of their marketing strategies? Provide practical insights.
- Analyse the role of environmental sustainability in shaping modern marketing strategies.

