

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
FY BBA, Term I, End Term Assessment, October 2022

Course: BBCB001: Marketing Management I

Duration: 1.5 Hours

Marks:25

**I) Answer the following short questions:**

**( 02 Marks each)**

- 1) Describe any two types of reference groups that can influence your purchase decision
- 2) Royal Mango Ltd. have decided to revamp its marketing strategy to achieve its revenue targets for the next quarter. Which are their three steps (In order) to target marketing?
- 3) The under 17 women's FIFA world cup is being aggressively promoted across different platforms to both the fans and companies. Identify and explain example kind of Marketing stated above?

**II) Answer the following questions:**

- 1) Market segmentation enables companies to target different categories of consumers who perceive the value of products and services differently. State the types of Marketing segmentations  
**(02Marks)**
- 2) Mc Carthy Classified various marketing activities into marketing-mix tools of four broad kinds, which was called the four P's of marketing. Analyzing the ever-changing marketing field discuss the importance the marketing Mix.  
**(03Marks)**
- 3) What is meant by core competence of a firm? What is the difference between a competitive advantage and company's core competency?  
**(03Marks)**

4) The marketing environment refers to all internal and external factors, which directly or indirectly influence the organization's decisions related to marketing activities. Explain the internal and external factors which affect the marketing environment. (05Marks)

5) Wendy's is an American international fast food restaurant chain founded by Dave Thomas on November 15, 1969, in Columbus, Ohio. Wendy's is the world's third-largest hamburger fast-food chain with 6,711 locations, following Burger King and McDonald's. Wendy's is planning to enter the Indian Market. Assuming you are the Marketing head for Wendy's in India explain in detail what research and analysis you will carry out before your product launch. (06Marks)

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