



RAN-2510000101033002

B.B.A. (Digital Marketing) (Sem. - I) Examination November - 2025
Fundamentals of Marketing

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book.
- (2) Write to the point answers.
- (3) Figures to the right indicate marks allotted to those questions.
- (4) Draw diagrams wherever necessary.
- (5) All questions are compulsory to attend.

Seat No.:

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Student's Signature

- Q.1. Answer the following questions in brief. (Any Five) (10)**
- a. Define Marketing.
 - b. Explain production philosophy in brief.
 - c. What is product?
 - d. What is the difference between value and price?
 - e. What is promotional mix?
 - f. Explain any two social factors affecting CBB.
 - g. What is IMC?
- Q.2. Imagine you are the marketing manager of Amul. Explain how Amul manages its product mix with reference to width, length, depth, and consistency. (14)**
- OR**
- Q.2. a. Write a note on holistic marketing. (07)**
b. Explain various objectives of pricing. (07)
- Q.3. Imagine you are planning to buy a new car after getting your first job. Explain how cultural, social, personal, and psychological factors will influence your buying decision at different stages. (14)**
- OR**
- Q.3. a. Explain various elements of promotional mix. (07)**
b. Explain the functions of packaging giving examples. (07)
- Q.4. Attempt any three of the following. (12)**
- a. Scope of Marketing Management.
 - b. Importance of promotion.
 - c. Pricing Decisions.
 - d. Zero Level and One Level Channel.
 - e. Process of Industrial Buying Behaviour.