

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme:BBA] [Semester: IV] [Batch:]				
Course Title: Auto Marketing		Max Marks: 100		
Course Code: BBAM1002		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define the concept of marketing and discuss its evolution over time. How has marketing transformed from its early origins to the present day?	K1	CO1	5
2.	Explain the concept of marketing myopia and its implications for businesses. Illustrate your explanation with a real-life example of a company that fell victim to marketing myopia.	K2	CO2	5
3.	Explain the concept of competitive advantage in marketing and discuss its significance for businesses. Illustrate your explanation with a real-life example of a company that successfully achieved and maintained a competitive advantage.	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Define market segmentation, targeting, and positioning (STP) in marketing. Show how these concepts are interconnected and explain their significance in developing effective marketing strategies. Recall and discuss a real-world example of a company that successfully utilized STP principles.	K1	CO4	10
5.	Develop a responsive and user-friendly e-commerce website, ensuring seamless browsing and purchasing experiences across different devices and platforms.	K3	CO5	10
6.	Analyze the marketing mix strategies of two competing brands in the same industry and evaluate their effectiveness in reaching and influencing their target markets.	K4	CO2	10
7.	Apply the marketing concepts and principles to construct a comprehensive marketing plan for a new product launch in a competitive market. OR Choose and evaluate different automobile distribution channel options, such as direct sales, franchising, or dealership networks, considering factors like market reach, cost-effectiveness, and customer experience.	K3	CO3	10
SECTION-C (45 Marks)		15 Marks each		
8.	Analyze the importance of customer relationship management (CRM) in enhancing customer satisfaction and loyalty for a specific industry, and discuss strategies to implement an effective CRM system.	K4	CO5	15
9.	Appraise the effectiveness of different marketing communication channels (e.g., advertising, public relations, digital marketing) in reaching and engaging the target audience, and propose an integrated marketing communication strategy.	K5	CO1	15
10	Determine the different stages of the product life cycle for a well-known consumer product of your choice. Describe each stage in detail, including the characteristics, goals, and challenges associated with each stage. OR	K5	CO4	15
	Determine the key elements and objectives of product development strategies in the auto-market industry. Evaluate the importance of innovation, research and development (R&D), and consumer insights in driving product development initiatives. Determine how product development helps companies stay competitive and meet evolving customer demands.			