

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT

BBA Mid Semester Summer 2017 - 18 Examination

Semester: 4

Subject Code:06101252

Subject Name: (Marketing Management)

Date: (25/02/2019)

Time: (2hr:30min)

Total Marks: 40

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (03)

1. Products that are bought without detailed comparisons are best classified as
 - a) sought products
 - b) unsought products
 - c) less convenient products
 - d) convenient products
2. Avon, Amway, and Tupperware use which of the following forms of channel
 - a) direct marketing channel
 - b) indirect marketing channel
 - c) forward channel
 - d) fashion channel
3. Word "brand" is frequently used as a
 - a) customers
 - b) advertising
 - c) marketing
 - d) metonym

B). Define the following. (Each of 1 mark) (03)

1. Penetration Pricing
2. Horizontal marketing
3. Shopping Goods

C). Direct questions. (Each of 1 mark) (03)

1. Give Examples of Convenience Goods
2. Explain the level of product
3. List down four Importance of Pricing

Q.2 Answer the following questions.

- A). Explain the product life of cycle with its strategies (05)**
- B). Define Product and explain the classifications of product (06)**

Q.3 Answer the following questions.

- A). Explain the Pricing strategies with examples (05)**
- B). Give the importance of Channel in business (05)**

Q.4 Attempt any two questions. (Each of 5 mark)

(10)

1. Explain the product development process of wireless charger.
2. Give the most effective channels for Mobile Phones, Dell laptop, Salt, Chocolate, Car