

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Summer 2018-19 Examination**

**Semester: 1****Subject Code: 16100102****Subject Name: Fundamentals of Marketing****Date: 19/04/2019****Time: 10:30am to 1:00pm****Total Marks: 60****Instructions:**

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

**Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory)****(6)****(12)**

1. The group of elements price, product, promotion and place constitute

- a) market mix
- b) marketing mix
- c) product mix
- d) promotion mix

2 Marketing is applicable in .....

- a) Goods
- b) Events
- c) Property
- d) All of these

3. Risk bearing is a function of.....

- a) Research
- b) Exchange
- c) Physical supply
- d) Facilitating

4. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis

- a) Predatory Pricing
- b) Economy Pricing
- c) Psychological Pricing
- d) Penetration Pricing

5. Goods are sold in small packets in .....markets.

- a) Urban
- b) Rural
- c) World
- d) none of thes

6. Social class is an element of.....factor

- a) Social
- b) Cultural
- c) Personal
- d) Economic

**(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (6)**

- Q1. Define Marketing
- Q2. What is Demand?
- Q3. What is the other name of Military type of organisation?
- Q4. Define Consumer Behaviour.
- Q5. What is Reference group.
- Q6. What do you mean by Test Marketing

**Q.2 Answer the following. (4 mark each. All Compulsory) (4+4+4) (12)**

- A. Discuss any 7 types of entities that can be marketed giving appropriate example for each.
- B. Explain the four basic concepts of marketing.
- C. Define Packaging and elaborate the functions of packaging.

**Q.3 Answer the following. (6 mark each. Any Three out of Four) (6+6+6) (18)**

- A. What is BCG Matrix? How did The Coca-Cola Company applied this strategy?
- B. Distinguish between selling and marketing.
- C. Explain the following types of Organisation.
  - i. Geographical type of Organisation
  - ii. Functional type of Organisation
- D. What is a Brand? Elaborate the Merits of Branding.

**Q.4 Answer the following. (9 mark each. Any Two out of Three) (9+9) (18)**

- A. Explain the stages of new product development.
- B. What is market segmentation? What are the bases for market segmentation?
- C. What is Marketing Mix? Explain in detail 4P's of Marketing.