

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons), Examination, Winter 2017-18

Semester: I
Subject Code: 16100102
Subject Name: Fundamentals of Marketing

Date: 05/12/2017
Time: 10:30am to 1:00pm
Total Marks: 60

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 (A) Do as directed. (MCQ, True or False) (1 mark each. All Compulsory)**(06)**

1. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A) Market-skimming
- B) Value-based
- C) Market-penetration
- D) Leader

2. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

- A) Target marketing
- B) Psychographic segmentation
- C) Product Differentiation
- D) Consumer behaviour

3. Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for _____, _____, _____, and _____ offerings that have value for customers, clients, partners, and society at large.

- A) Making, Arranging, Maintaining and Selling
- B) Creating, Communicating, Delivering, and Exchanging
- C) Creating, Advertising, Selling, and Transferring
- D) Performing, Displaying, Offering, and Exchanging

4. When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a _____ orientation.

- A) Marketing
- B) Production
- C) Sales
- D) Profit

5. A further 3Ps are incorporated into the marketing mix:
- A) Physical evidence, process and price.
 - B) Process people and promotion.
 - C) Physical evidence, people and production.
 - D) Physical evidence, process and people
6. Which of the following involves designing and manufacturing the container or wrapper for a product?
- A) Labeling
 - B) Packaging
 - C) Branding
 - D) Product line

(B) Do as directed. (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)

- Q.1 Define Marketing
- Q.2 What do you mean by skimming pricing?
- Q.3 Which are the elements of product mix?
- Q.4 What is market segmentation.
- Q.5 What is Line and staff Organisation.
- Q.6 What do you mean by Test Marketing?

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

- A. Explain :
 - i. Points of Difference
 - ii. Points of Parity
- B. Distinguish between Marketing and Selling along with appropriate examples.
- C. Define Packaging and elaborate the functions of packaging.

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

- A. What is BCG Matrix? How did The Coca-Cola Company applied this strategy?
- B. What are the stages of the product life cycle (PLC) in terms of the marketing?
- C. Explain the following types of Organisation?
 - i. Military type of Organisation
 - ii. Product type of Organisation
 - iii. Functional type of Organisation
- D. What is market segmentation? What are the bases for market segmentation?

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

- A. Explain the stages of new product development.
- B. Explain in detail various types of pricing strategies used by the companies.
- C. What is Marketing Mix? Explain in detail 4P's of Marketing.