

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

**Semester: 1****Date: 29/11/2018****Subject Code: 16100102****Time: 10.30 am to 1.00 pm****Subject Name: Fundamentals of Marketing****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)****(12)**

1. 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

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

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

3. Marketing is applicable in .....

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

4. Serving a small market not served by competitors is known as.....

- a) Local marketing
- b) Niche marketing
- c) Segment marketing
- d) Individual marketing

5. 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

6. Sub-dividing of market into homogeneous sub-sections of customers is known as

- a) Target marketing
- b) Market segmentation
- c) Product differentiation
- d) None of these

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

- Q1. Define Consumer Behaviour.
- Q2. What is Reference group.
- Q3. What do you mean by Test Marketing?
- Q4. Define Marketing.
- Q5. What are wants?
- Q6. Give two merits of Functional type of organisation?

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

- A. Discuss the following Marketing Functions.
  - i. Functions of Exchange
  - ii. Functions of physical supply
- 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) (18)**

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

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

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