

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com.(Hons) Winter 2019 – 20 Examination

Semester: 1
Subject Code: 16100102
Subject Name: Fundamentals of Marketing

Date: 20/11/2019
Time: 02:00pm to 04:30 pm
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 Do as directed.**A) Multiple choice type questions. (Each of one mark) (06)**

1. Serving a small market not served by competitors is known as.....
 - a) Local marketing
 - b) Niche marketing
 - c) Segment marketing
 - d) Individual marketing
2. Marketing is applicable in
 - a) Goods
 - b) Events
 - c) Property
 - d) All of these
3. 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
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 inmarkets.
 - a) Urban
 - b) World
 - c) Rural
 - d) none of these
6. Social class is an element of.....factor
 - a) Social
 - b) Personal
 - c) Cultural
 - d) Economic

B) Definitions / One-liners / Terms. (Each of one mark) (06)

- Q1. Define Marketing
- Q2. Define Culture.
- Q3. What is the other name of Military type of organisation?
- Q4. Define Consumer Behaviour.
- Q5. Which are the three division of social class in our society?
- Q6. What do you mean by Marketing Research?

Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)

1. Explain the four basic concepts of marketing.
2. Explain the concept of needs, wants and demands giving examples.
3. Discuss the Marketing Functions in detail.

Q.3 Answer the following. (Any Three) (18)

1. Distinguish between selling and marketing.
2. Explain the following types of Organisation?
 - i. Military type of Organisation
 - ii. Geographical type of Organisation
3. Explain in detail BCG Matrix along with suitable example.
4. What is a Brand? Elaborate the Merits of Branding.

Q.4 Answer the following. (Any two) (18)

1. What is Marketing Mix? Explain in detail 4P's of Marketing.
2. What is market segmentation? What are the bases for market segmentation
3. Explain the stages of new product development.