

**PARUL UNIVERSITY**  
**FACULTY OF LAW**  
**B.B.A. LL.B. Winter 2018 – 19 Examination**

**Semester:3****Date: 26/10/2018****Subject Code: 17303201****Time: 10.30 am to 1.00 pm****Subject Name: Fundamental 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 Do as directed (MCQ) (1 marks each. All Compulsory)****(15)**

1. A builder who has a full order book during a period of economic prosperity and leaves his potential customers waiting for work to be completed is most likely showing what type of business orientation?

- |                           |                         |
|---------------------------|-------------------------|
| a) Marketing orientation  | b) Selling orientation  |
| c) Production orientation | d) Societal orientation |

2. Markets including buyers in other countries are called

- |                       |                          |
|-----------------------|--------------------------|
| a) business markets   | b) reseller markets      |
| c) government markets | d) international markets |

3. Kind of advantage gained by offering greater value to customers as compared to competitors is classified as

- |                          |                        |
|--------------------------|------------------------|
| a) competitive advantage | b) corporate advantage |
| c) branding advantage    | d) premium advantage   |

4. Company whose strategies are based on idea of delivering superior brand value to its targeted segment is classified as

- |                                |                              |
|--------------------------------|------------------------------|
| a) competitor centered company | b) customer centered company |
| c) profit centered company     | d) market centered company   |

5. Process of comparing own products or services to leading firms practices to improve performance and quality is called

- |                       |                             |
|-----------------------|-----------------------------|
| a) strategic analysis | b) corporate image analysis |
| c) benchmarking       | d) customer value analysis  |

6. Needs of customers are triggered by

- |                     |                     |
|---------------------|---------------------|
| a) internal stimuli | b) external stimuli |
| c) both a and b     | d) none of above    |

7. Personal factors include

- |                                 |                     |
|---------------------------------|---------------------|
| a) online communities           | b) social class     |
|                                 | d) roles and status |
| c) personality and self-concept | e)                  |

8. Exploration of new markets abroad is an example of

- |                  |               |
|------------------|---------------|
| a) Strengths     | b) Weaknesses |
| c) Opportunities | d) Threats    |

9. Considering strategic planning, 'Organizations purpose' statement is known as

- |                      |                      |
|----------------------|----------------------|
| a) Vision statement  | b) Mission statement |
| c) Value proposition | d) Both a and b      |

10. Unfavorable external factors or trends that may pose a challenge to company are called

- |                  |               |
|------------------|---------------|
| a) Strengths     | b) Weaknesses |
| c) Opportunities | d) Threats    |

11. Cultural factors must include

- |                          |                     |
|--------------------------|---------------------|
| a) beliefs and attitudes | b) social class     |
| c) occupation            | d) roles and status |

12. In external environment, favorable factors and trends are classified as

- |                  |               |
|------------------|---------------|
| a) Strengths     | b) Weaknesses |
| c) Opportunities | d) Threats    |

13. Buyer decision process starts with
- |                               |                       |
|-------------------------------|-----------------------|
| a) need recognition           | b) information search |
| c) evaluation of alternatives | d) both b and c       |
14. 'Maslow's hierarchy of needs' includes
- |                        |                             |
|------------------------|-----------------------------|
| a) physiological needs | b) self-actualization needs |
| c) esteem needs        | d) all of above             |
15. Company's strengths and weakness are evaluated in
- |                  |                  |
|------------------|------------------|
| a) PEST analysis | b) SWOT analysis |
| c) Both a and b  | d) None of above |

**Q.2 A) Answer the following (Each of three mark) (15)**

1. Define need, want and demand with example.
2. Short note on SWOT analysis.
3. Discuss advantages of strong brands.
4. Explain in detail steps for strategic brand management.
5. Explain strategic business unit, market and market share.

**Q.3 A) Explain in detail characteristics of organization buying. (08)**

**OR**

**A) Explain role of brand in detail. (08)**

**B) Explain consumer decision-making process. (07)**

**OR**

**B) Difference between selling and marketing concept. (07)**

**Q.4 A) Choose a brand of wristwatch either single product or a product line. Investigate and (07)**

evaluate the marketing strategy of the producer/brand owner using contemporary marketing tools and techniques. This may however be illuminated using examples from other companies/organizations.

**B) Answer the following (Any 4 each of two mark) (08)**

1. Define marketing strategy and marketing plan.
2. Define core competencies with example.
3. State and define different types of preference segments.
4. Define brand with examples.
5. Define brand promise and brand equity.
6. Define marketing management. What can be marketed?