

**PARUL UNIVERSITY**  
**FACULTY OF LAW****I-B.Com LL.B/ I-B.B.A LL.B, Examination, Winter 2017-18****Semester: III****Date: 05/12/2017****Subject Code: 16100102****Time: 10:30am to 1:00pm****Subject Name: Fundamentals of Marketing****Total Marks: 60**

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**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.