

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

Semester:3**Date: 26/10/2018****Subject Code: 17302201****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. Which of the following is NOT usually defined as an element of the marketing mix?
 - a) Product
 - b) People
 - c) Profit
 - d) Place
2. Which of the following statements is NOT true about the concept of a customer?
 - a) A customers and consumers are always the same thing - the terms are completely interchangeable.
 - b) Customers can be described as clients.
 - c) A customer doesn't necessarily consume the product that they have purchased.
 - d) Students can be described as customers of a university.
3. Which of the following statements best describes the concept of involvement in the context of buyer behavior?
 - a) The length of time involved in the buying process.
 - b) The potential impact of a product on an individual's self-identity.
 - c) The number of people involved in the decision making unit.
 - d) The complexity of an order.
4. Buying decisions generally follow a pattern of overlapping stages. Which of the following best describes the typical stages of the buying process?
 - a) Need recognition > Information search > Evaluation > Decision > Post purchase evaluation
 - b) Need recognition > Evaluation > Information search > Decision > Post purchase evaluation
 - c) Information search > Need recognition > Evaluation > Decision > Post purchase evaluation
 - d) Need recognition > Information search > Decision > Evaluation > Post purchase evaluation
5. Needs differ from wants because:
 - a) Wants are a socialized manifestation of underlying needs
 - b) Needs are a socialized manifestation of underlying wants
 - c) Needs are historical; wants are about the future
 - d) Needs and wants are exactly the same
6. Which of the following levels of Maslow's Hierarchy of Needs is most likely to be associated with consumers' purchase of goods which appeal to their inner sense of peace of mind (e.g. art classes)?
 - a) Self-actualization
 - b) Love
 - c) Security
 - d) Physiological
7. Market _____ is the process of identifying groups of customers with basically similar wants, needs, preferences or buying behaviors.
 - a) Positioning
 - b) Segmentation
 - c) Targeting
 - d) Positioning

8. Which of the following is NOT a recognized basis for segmenting markets?
a) Socio-economic b) Demographic
c) Competitive position d) Psychographic
9. Positioning of a product is based on:
a) The price charged for the product. b) The promotional pitch for the product.
c) Product characteristics. d) All of the above.
10. Marketing Management is the _____ of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.
a) Art b) Science
c) Art and science d) None of the above
11. Markets in which market offerings are bought from sellers for reselling purpose are known as
a) business markets b) reseller markets
c) government markets d) international markets
12. In macro environment, 'pressure groups' and 'government agencies' are part of
a) the cultural environment b) the demographic environment
c) the economic environment d) the political environment
13. Company's micro environment includes
a) The company b) The suppliers
c) The marketing intermediaries d) All of above
14. Markets in which goods are bought for personal consumption by individuals and households are called
a) business markets b) international markets
c) consumer markets d) government markets
15. Person's own living or interacting and acting pattern is classified
a) lifestyle b) personality and self-concept
c) social class d) None of the above

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

1. Explain in detail steps for strategic brand management.
2. Define marketing objective and state its features.
3. Explain BCG matrix in detail.
4. Short note on SWOT analysis.
5. Discuss advantages of strong brands.

Q.3 A) Explain in detail different levels of strategic planning. (08)

OR

A) Difference between selling and marketing concept. (08)

B) Explain marketing strategy in detail with example. (07)

OR

B) Explain purchase decision-making process in organization. (07)

Q.4 A) Buyer Behaviour: The Consumer Decision-Making Process & Purchasing a Car (07)

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

1. What is brand? Give examples.
2. Define centralized organization and decentralized organization.
3. Define core competencies with example.
4. Define brand promise and brand equity.
5. Define marketing strategy and marketing plan.
6. State and define different types of preference segments