

PARUL UNIVERSITY
FACULTY OF LAW
I- B.Com. LL.B Winter 2019 – 20 Examination

Semester: 3

Date: 07 /12/2019

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.**(1 marks each.) (15)**

1. _____ is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions
(A) Consumer Behavior
(B) Marketing process
(C) Buying Process
(D) All of the above
2. All of the following are considered to be drawbacks of local marketing EXCEPT :
(A) it can drive up manufacturing and marketing costs by reducing economies of scale.
(B) it can create logistical problems when the company tries to meet varied requirements.
(C) it can attract unwanted competition.
(D) it can dilute the brand's overall image.
3. Which concept of marketing is based on 'customer satisfaction' key point?
(A) old concept of marketing
(B) modern concept of marketing
(C) entity concept of business
(D) All of the above
4. _____ is a primarily B2B sale which means business to business.
(A) Industrial marketing
(B) Global marketing
(C) Rural marketing
(D) None of the above
5. . The concept of marketing mix involves a
(A) price
(B) concept
(C) planning
(D) all of these
6. Buying situations may be caused by _____
(A) Awareness about competing brands in a product group.
(B) Customer has a decision criteria
(C) Customer is able to evaluate and decide on his choice
(D) All of these
7. Marketing refers to the _____
(A) sale of product
(B) goods and services are exchanged to each other
(C) goods distribution
(D) All of these
8. Which is the tool that will help to increase the sale of product among the existing Customers itself?
(A) Premium and bonus offer
(B) Free samples
(C) Discount offers
(D) Free gifts

9. _____ is the unique product benefit that the competition cannot be claim.
- (A) Unique selling proposition
 (B) Unique sales proposition
 (C) Unique selling price
 (D) Unique strategy promotion
10. In Marketing mix which scope of product supports the elements:
- (A) Guarantee
 (B) Warrantee
 (C) Quality
 (D) Packaging
11. Marketing mix consists ____
- (A) Production recognition
 (B) Price structure
 (C) Distribution planning
 (D) All of these
12. A common use of Packaging is _____
- (A) Showoff
 (B) Marketing
 (C) Both A & B
 (D) None
13. Promotion can encourage consumers to buy the new products is that an advantage or not ?
- (A) Advantage
 (B) Disadvantage
14. The Marketing Research is not the systematic collection, analysis, and interpretation of data pertaining to the marketing.
- (A) True
 (B) False
15. Rural marketing can be defined as “marketing on a worldwide scale, in different countries, reconciling or taking commercial advantage of global operational differences, similarities, and opportunities in order to meet global objectives”.
- (A) True
 (B) False

Q.2 Write short notes on (Each of three mark) (15)

1. Industrial Product Marketing
2. Salesmanship
3. Marketing Media Communication
4. Packaging
5. Marketing Mix

Q.3 A) What are the Factors influencing Consumer behavior (08)

OR

A) Explain Product Development Process (08)

B) Explain Steps involved in market segmentation (07)

OR

B) Explain Salesmanship with its process and mention the disadvantages for it (07)

Q.4 A) Mr. Krunal is a very young and hard working sales person in the LG TV showroom. Certainly he is not able to achieve the numbers of target given to him. As a manager what would you guide him for performing and being the qualitative sales manager? (07)

B) Answer any four from the following (Each of two mark) (08)

1. What is Marketing Research?
2. What is Product Development?
3. What are the Types of Market Segmentation?
4. Comment on Points of Parity
5. Define Marketing as per AMC and explain with example
6. Comment on Points of Difference