

Seat No: \_\_\_\_\_

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com Internal Remedial**  
**Examination 2016**

Semester : I

Subject Code : 16100102

Subject Name : Fundamentals of Marketing

Date: 23 /11 / 2016

Time: (2 hrs)

Total Marks: 40

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**Instructions:**

1. Attempt all questions from each section
  2. Figures to the right indicate full marks.
  3. Make suitable assumptions wherever necessary.
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**Q.1 Answer the following objective questions**

**(08)**

**1) To create profits, company must**

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| a) Create loyal customers            | b) Increase market share of market |
| c) Capture lifetime vale of customer | d) All of above                    |

**2) Marketing Mix is the most visible part of the marketing strategy of an organization.**

- |         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|

**3) The promotion "P" of marketing is also known as \_\_\_\_\_**

- |                            |                            |
|----------------------------|----------------------------|
| a) Product Differentiation | b) Distribution            |
| c) Cost                    | d) Marketing Communication |

**4) Company's marketing environment consists of**

- |                     |                      |
|---------------------|----------------------|
| a) Microenvironment | b) Macro environment |
| c) Both a and b     | d) None of above     |

**5) 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. |

**6) In Ansoff's matrix what is the most risky strategy for an organisation?**

- |                                  |                       |
|----------------------------------|-----------------------|
| a) Product / service development | b) Market penetration |
| c) Exporting                     | d) Diversification    |

**7) What does Dog symbolize in BCG matrix?**

- |                 |            |
|-----------------|------------|
| a) Introduction | b) Growth  |
| c) Maturity     | d) Decline |

**8) 4 P's are sometime called as the**

- a) Product life cycle
- c) Price discrimination

- b) Parallel pricing
- d) Marketing mix

**Q.2 State in detail the classifications of Ansoff Matrix (08)**

**Q.3 State the various functions of marketing. (08)**

**Q.4 Answer the following (Any 2 out of 3) (08)**

- 1) Explain by the way of SWOT analysis, the importance of marketing in an organization.
- 2) What are the different approaches to the study of marketing?
- 3) Importance of marketing in different organization.

**Q.5 Answer the following (Any 1 out of 2) (08)**

- 1) Explain BCG Matrix in detail
- 2) What are the 4 P's of the marketing mix?