



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program :Third Semester – 2020

Paper: Principles of Marketing

Course Code: BBA-201/BUS-21349Part – I (Compulsory) Time: 15Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. Dividing buyers on the basis of their knowledge and attitudes is called:
A. Psychographic
B. Income segmentation
C. Behavioral segmentation
D. All
2. Setting an advertising budget at level management thinks the company can manage to pay for:
A. Affordable
B. Percentage-of-sales
C. Competitive-parity
D. Objective-and-task method
3. In service oriented businesses the problem of inseparability is controlled by one of the following options:
A. Training of Staff
B. Scheduling
C. Advance Booking
D. All the above
4. When the companies treat the world including their home market as one market it is said to be declaring market as:
A. Domestic market
B. Foreign market
C. Global market
D. None of above
5. One of the following is Strength of T.V advertising is:
A. The ability to reach segmented audiences
B. Low cost per thousand
C. The ability to reach prospective customers
D. None of above

6. Consumers, if left alone will not buy enough of company's products. Therefore, promoting sales aggressively and building profit through quick turnover refers to concept of:
- A. Sales
 - B. Production
 - C. Marketing
 - D. Product
7. The specific environment of an organization includes:
- A. Customers
 - B. Suppliers
 - C. Competitors
 - D. All the above
8. To study and understand the demographics of a market one of the following is not required to be studied:
- A. Age
 - B. Location
 - C. Ethnicity
 - D. All the above
9. In one of the following environment marketers need to focus on income distribution, saving, and debts::
- A. Demographic
 - B. Technological
 - C. Social-cultural
 - D. Economic
10. A group sharing similar set of needs and wants is
- A. Market segmentation
 - B. Market segment
 - C. target positioning
 - D. Target market



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Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following: (10x2=20)

- i. Define Marketing Concept?
- ii. State difference between marketing and advertising?
- iii. Explain the concept of Market Aggregation?
- iv. Define niche Marketing?
- v. What are different kinds of Retailers?
- vi. Briefly state the steps of consumer decision process.
- vii. State elements of micro- environment?
- viii. Briefly explain stages of product life cycle?
- ix. State some disadvantages using "Advertising" as a promotional tool?
- x. Define target market?

Q.3. Answer the following questions. (3x10=30)

- i. Explain the nature and importance of marketing channels?
- ii. Discuss the factors to be considered when setting prices with respect to customer perception of value?
- iii. Define services? Explain the characteristics of services and suggest remedial measures how the problems arising through these characteristics can be removed?