



UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Principles of Marketing

MAX. TIME: 15 Min.

Course Code: BBA-201/BUS-21349 Part-I (Compulsory)

MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

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

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
 - a. Advertising
 - b. Selling
 - c. Marketing
 - d. Business
2. Consumer research, product development, communication, distribution, pricing, and service are all core _____ activities.
 - a. Exchange
 - b. Marketing
 - c. Management
 - d. Operational
3. Which customer question is answered by a company's value proposition?
 - a. "Why should I buy your brand rather than a competitor's?"
 - b. "How does your brand benefit me and society?"
 - c. "What are the costs and benefits of your brand?"
 - d. "What value the company get out of the proposition?"
4. The _____ concept is aligned with the philosophy of continuous product improvement and the belief that customers will choose products that offer the most in quality, performance, and innovative features.
 - a. Product
 - b. Customer
 - c. Marketing
 - d. Advertising
5. When customers don't know what they want or don't even know what's possible, the most effective strategy is _____ marketing.
 - a. Customer-driven
 - b. Customer-driving
 - c. Societal
 - d. Ambiguous
6. The set of tools a firm uses to implement its marketing strategy is called the _____.
 - a. Promotion mix
 - b. Product mix
 - c. Marketing mix
 - d. Organizational mix

P.T.O.

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7. Which of the following provides an answer to these questions: What is our business? Who are our customers? What do our customers value? What should our business be?
- a. Objectives and goals
 - b. Company Vision
 - c. A mission statement
 - d. A business portfolio
8. When compared to consumer markets, business markets are _____.
- a. Approximately the same
 - b. Smaller
 - c. Huge
 - d. Somewhat larger
9. The demand for many business goods and services tends to change more, and more quickly, than the demand for consumer goods and services does. This is referred to as _____ demand.
- a. Fluctuating
 - b. Derived
 - c. Inelastic
 - d. Elastic
10. Product improvements, product modifications, and original products can all be classified as _____.
- a. Pioneer products
 - b. New products
 - c. Product concepts
 - d. Product ideas
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PAPER: Principles of Marketing

Course Code: BBA-201/BUS-21349 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Questions with short answers.

(10 x 2 = 20)

- I. What are different types of buying decision behaviours? Explain them.
- II. What is product adoption process? Explain its different stages.
- III. What is customer relationship management (CRM)? Give one example of some company who is doing CRM.
- IV. Explain the concept of Customer Driven Marketing Strategy.
- V. What is market segmentation? What are different parameters to segment a population?
- VI. What is the mechanism to measure the return on marketing investment?
- VII. Differentiate between Micro and Macro environment. Give one example of each environment.
- VIII. Discuss the problems faced in international marketing research, and the strategy to overcome these problems.
- IX. Discuss the new product pricing strategies.
- X. What is competitive marketing intelligence? Explain its sources.

Long Questions (3 x 10 = 30)

Q. 3 What do you understand by Price Adjustment Strategies? Explain all the strategies with the help of relevant examples. (2+8=10)

Q. 4 What is meant by New Product Development Process? Explain each step of this process in detail. (2+8=10)

Q. 5 Define marketing research. Explain the process of marketing research. Describe the process to use marketing information. (2+6+2=10)