



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Principles of Marketing
Course Code: COMM-304 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

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. Which of the following is not a type of marketing concept:
 - A. Production concept
 - B. Societal marketing concept
 - C. Selling concept
 - D. Supplier concept

2. Marketing is a process which aims at _____?
 - A. Production
 - B. Satisfaction of customer needs
 - C. Profit making
 - D. Selling products

3. When Price and other features of product is not considered, no contemplation of substitutes or alternatives and is purchased infrequently is called:
 - A. Shopping
 - B. Unsought
 - C. Convenience
 - D. Specialty

4. The use of price points for reference to different levels of quality for a company related products is typical of which product-mix pricing strategy:
 - A. Optional product pricing
 - B. Captive product pricing
 - C. By-product pricing
 - D. Product-line pricing

5. Today, marketing must be understood in a new sense as ____
 - A. Get there first with the most
 - B. Satisfying customer needs
 - C. Management of youth demands
 - D. To sell products

6. Choose an appropriate definition of demand?
 - A. Customer needs
 - B. Needs backed by buying power
 - C. Needs directed to the product
 - D. Basic human requirements

7. Sales is a process which aims at _____?
 - A. Production
 - B. Satisfaction of customer needs
 - C. Profit making
 - D. Selling products

8. Price skimming is a pricing strategy in which marketer sets a relatively ____ initial price for a product or service at first, then ____ the price over time.
 - A. High, lower
 - B. Lower, higher
 - C. Lower, lower
 - D. Higher, higher

9. Trade Promotion Tools include all the following except.
 - A. Contests
 - B. Trade Shows
 - C. exhibits
 - D. Sampling

10. Taxes levied against goods imported from another country are called.
 - A. Tariff
 - B. Boycott
 - C. Standards
 - D. Exchange Permits



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Roll No.

PAPER: Principles of Marketing

Course Code: COMM-304 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers to the following questions. (10x2=20)

1. State difference between production concept and product concept?
2. Define marketing information system?
3. Briefly explain "Publics" as an element of micro environment?
4. Explain "Franchising" as a distribution technique?
5. Define product development?
6. Briefly describe stages of product life cycle?
7. What is difference between goods and services?
8. Define Maslow's hierarchy of needs theory?
9. What is the difference "Differentiation and Positioning"?
10. Define price skimming strategy?

Q.3. Answers all the following questions briefly. (3x10=30)

1. Discuss steps recommended for finding needs and wants of the consumers in marketing process?
2. Define marketing mix? Discuss the elements of marketing mix?
3. What are different options available with marketers for deciding "Product Mix Pricing" strategy?