



Institute of Management
JK Lakshmipat University
Jaipur

MID TERM – II EXAMINATION, 2019

BBA- Sem-III
MM: 20 Marks

Course: Principles of Marketing
Time: 90 Minutes
Subject code: MK16

Instructions: Attempt any four questions. All questions carry equal marks.

Q1. Your boss has just asked you, the company purchasing manager, to buy new computers for an entire department. As you have just recently purchased a new home computer, you are well-educated about the various products available. How will your buying process for the company differ from your recent purchase for yourself?

(5 Marks)

Q2. Write down the positioning statement for 'Bata' and 'Tanishq' using the standard positioning statement format taught in the class.

(5 Marks)

Q3. If you were the marketing manager of a mobile phone company, what steps would you take to introduce a new product in the Indian market?

(5 Marks)

Q4. A designer brand for cosmetics is eager to enter the Indian market. This brand is a well-known brand in the US market. Often used by the teenaged girls and young girls in their 20s. The US positioning of the brand is based on the lifestyle. Indian market is today highly competitive with many of the global and Indian brands competing for customers' attention. These brands have introduced colours and shades to suite the Indian customers and Indian weather. If you were to advise this brand on the target market, what would it be?

(5 Marks)

Q5. Think of the products that you see in your home and classify them into different consumer product categories.

(5 Marks)