

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2023
BBA, Semester III, 2023-24

Roll No.....

MA1101: Principles of Marketing

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt all questions.

- Q. 1 What is psychographic segmentation? How does it differ from geographic segmentation? What demographic characteristics would you think are likely to describe heavy users of the following: 10.0 (LO3)
- (i) Online investment advice and stock trading
 - (ii) Ready-to-eat cereal
 - (iii) Blood donation camps
 - (iv) Toothpaste

OR

Think of a product/brand you use every day. Assume you are the marketer of the product/brand and want to convey the ways your product/brand differs from competing products/brands in the market place. Create targeting and differentiation strategy to promote your product/brand. Also write positioning statement for your product/brand. 10.0 (LO3)

- Q. 2 A University wishes to buy IT and telecom products that provide end to end solutions in voice and data. If you are the purchase manager of the University, what steps you will follow in buying the same. 10.0 (LO2)

OR

Your friend has sent you an e-mail seeking your advice, as he attempts to sell construction material to a township project near Mumbai. Send him a return e-mail describing the various people who might influence the buying decision. Also include major influential factors on business buying behavior. 10.0 (LO2)

- Q.3 What is meant by breadth, depth and consistency of product mix? Explain, giving a suitable example for each. 05.0 (LO4)

OR

What is product life cycle? Also discuss various strategies that a firm can use for increasing sale of its product during maturity stage of the product life cycle. 05.0 (LO4)

- Q. 4 Discuss in brief various pricing strategies used by marketers. Suggest suitable pricing strategy for a luxury car and a laptop 05.0 (LO4)

OR

Explain in brief various decisions a company makes in building a brand. 05.0 (LO4)