



JK LakshmiPat University, Jaipur
Institute of Management
END TERM EXAMINATION, 2019

B.Com, Sem-III (Backlog)
MM: 40 Marks

Course: Marketing Process and Elements
Time: 2 Hours
Subject code: MK08

Instructions: Attempt any four questions.

Q1. Name and describe the elements of a company's microenvironment and give an example illustrating why each is important. (10 Marks)

Q2. Explain the various stages of product life cycle with suitable example. (10 Marks)

Q3. In a 'business buying center' purchasing process, which buying center participant is most likely to make each of the following statements?

- "This bonding agent better be good, because I have to put this product together."
 - "I specified this bonding agent on another job, and it worked for them."
 - "Without an appointment, no sales representative gets in to see Mr. Kumar."
 - "Okay, it's a deal- we'll buy it."
 - "I will place the order first thing tomorrow."
- (10 Marks)

Q4. Mercedes-Benz is thinking about advertising its cars to college students. Do you think that college students are a viable potential market for Mercedes? Why or why not? (10 Marks)

Q.5 Design a marketing mix for following products. Justify your answer. (Make assumptions wherever necessary)

(a) Portable MP3 Player

(b) Branded Wheat Flour (Atta)

(c) Any consumer durable product

(d) Mobile phone

(10 Marks)