

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, April 2024
BBA, Semester II, 2023-24

Roll No.....

MA1101: Principles of Marketing

Time: 2.5 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 A new health drink is to be launched in Rajasthan. Suggest the appropriate segmentation, targeting and positioning strategy for the same. Also explain various criteria for effective market segmentation and various factors a company needs to consider when choosing a targeting strategy. 10.0 (LO3)

Q. 2 What is competitor analysis? How do you analyze the competitors for FMCG products? Explain with suitable examples. 05.0 (LO1)

Q. 3 Describe the concept of new product development. Also explain the new product development process. 05.0 (LO1)

OR

"Every stage of product life cycle has different challenges and opportunities." Do you agree or disagree? Justify your answer with suitable illustrations. 05.0 (LO1)

Q. 4 Describe in detail various elements of marketing mix for the following products/services: 10.0 (LO4)

- (i) Automobile
- (ii) Branded Gold Jewellery
- (iii) Private University
- (iv) Retail Bank

OR

What is price? What are the various determinants of pricing decisions? Also describe various pricing policies and strategies. 10.0 (LO4)