

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
1st Internal Examination, SYBBA 3rd Semester
030030314: Principles of Marketing

Marks: 50

Time: 2 hrs.

Date: 26/08/2017

Q-1 Answer the following. (Any Eight)

[16]

1. What do you mean by need, want and demand?
2. Define consumer behavior.
3. What is point of parity?
4. Differentiate between marketing and selling concept.
5. Describe the various types of reference groups.
6. What is brand equity?
7. Discuss the role of brand.
8. What is competitive advantage?
9. Differentiate between marketing and selling concept.

Q-2 Answer the following. (Any Two)

[20]

1. Take any product of your choice and discuss the core concepts of marketing in respect to that.
2. What is social factor? How it affect he consumer behaviour in case of following brands: 1) Maruti suzuki, 2) Jio and 3) Big bazar
3. Explain different positioning strategies for following brands: 1) Nike, 2) Croma, 3) HTC

Q-3 Answer the following in detail. (Any Two)

[14]

1. Discuss the various differentiation strategies.
2. Discuss personal and cultural factor affecting to consumer buyer behaviour.
3. Write a note on Holistic Marketing Concept.