

P. P. SAVANI UNIVERSITY

Third semester of B.B.A Examination
November-2021

SMBB2130- Marketing Concept for Entrepreneurs

24.11.2021, Wednesday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheet.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

- Q - 1** Answer the following. (Any Five) [05]
- (i) Define Marketing.
- (ii) Define Consumer Buying Behaviour.
- (iii) What do you mean by Paid Media?
- (iv) List down the 4 P's of Marketing.
- (v) List down any two factors influencing consumer buying behaviour.
- (vi) Consumers dislike the product and may even pay to avoid it. This is known as Negative Demand. True or False?
- (vii) Give one example of Earned Media. [05]
- Q - 2 (a)** What all can be marketed? [05]
- Q - 2 (b)** Explain Selling Concept and Marketing Concept.
- OR
- Q - 2 (a)** Write a short note on types of needs. [05]
- Q - 2 (b)** List down the stages of Consumer Buying behaviour. Explain it in your own words with an example. [05]
- Q - 3 (a)** What are the different types of demands? [05]
- Q - 3 (b)** Difference between Consumer Buying Behaviour and Industrial Buying Behaviour. [05]
- OR
- Q - 3 (a)** Explain Industrial Buying Behaviour Process. [05]
- Q - 3 (b)** Short note on Buying Situations. [05]
- Q - 4** Attempt any one. [05]
- (i) Write a short note on the Holistic Marketing Concept.
- (ii) Explain Supply Chain Management with a diagram.

SECTION - II

- Q - 1 Give meaning of the following words (Any Five) [5]
- (i) Product mix
 - (ii) Service marketing
 - (iii) Distribution channel
 - (iv) Price
 - (v) Promotion
 - (vi) Advertising
 - (vii) Goods
- Q - 2 (a) Define service. Explain various characteristics of service. [5]
- Q - 2 (b) Explain PLC by taking one example of a product. [5]
- OR
- Q - 2 (a) Explain various methods of pricing. [5]
- Q - 2 (b) Explain briefly the difference between goods and service [5]
- Q - 3 (a) Explain 5 M's of advertising with an example. [5]
- Q - 3 (b) What is distribution? Explain various functions of the same. [5]
- OR
- Q - 3 (a) List down various levels of distribution channel and explain briefly the same. [5]
- Q - 3 (b) Explain various elements of promotion mix. [5]
- Q - 4 Attempt **any one** Short note. [5]
- (i) Packaging and Labelling
 - (ii) Distribution channel
