

# P P SAVANI UNIVERSITY

Third Semester of BBA Examination  
November 2022

SMBB2130 Marketing Concept for Entrepreneurs

22.11.2022, Tuesday

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 separate answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

## SECTION - I

Q - 1	MCQ (Any Five)	[05]	CO	BTL
(i)	What is marketed? (a) Ideas (b) Goods (c) Services (d) All of these		3	3
(ii)	Which of the following is NOT one of the five stages of the consumer buyer decision process? (a) Need Recognition (b) Brand identification (c) Information search (d) Purchase Decision	2		1
(iii)	Any individual who purchases goods and services from the market for his/her end-use is called a _____. (a) Consumer (b) Purchaser (c) Customer (d) None of these	2		1
(iv)	The _____ consists of family and siblings that influence buying behavior. (a) Family of Orientation (b) Family of Procreation (c) Both a and b (d) None of these	2		1
(v)	Demographic segmentation refers to (a) The description of the people (b) The description of the people's purchasing behavior (c) The location where people live (d) Geographic regions		1	2
(vi)	The marketing environment offers both _____. (a) Opportunities and strengths (b) Opportunities and threats (c) Threats and weakness (d) Threats and strengths		3	2

(vii)	Industrial product are _____-products. (a)B2B (b)B2C (c)FMCG (d) Convince		1	2
Q - 2 (a)	Explain importance of 4P's of marketing Mix concepts for entrepreneur.	[05]	1	5
Q - 2 (b)	What do you mean by marketing environment? How do entrepreneurs deal with various marketing environments	[05]	4	4
<b>OR</b>				
Q - 2 (a)	Explain the core concepts of marketing.	[05]	1	4
Q - 2 (b)	What do you mean by market segmentation? Explain various concepts of market segmentation.	[05]	3	5
Q - 3 (a)	Explain various difference between Industrial buying behaviour and consumer buying behaviour.	[05]	2	2
Q - 3 (b)	Explain Consumer Buying behavior process.	[05]	2	5
<b>OR</b>				
Q - 3 (a)	Explain various factors affecting consumer buying behaviour.	[05]	2	4
Q - 3 (b)	Explain industrial buying behaviour process	[05]	2	5
Q - 4	<b>Attempt any one:</b>	[05]		
(i)	Short note on Targeting and Positioning		1	4
(ii)	Short note on Holistic marketing concept		1	4
<b>SECTION - II</b>				
Q - 1	Short Questions (Any Five)	[05]		
(i)	Define Channel.		1	1
(ii)	What do you mean by Pricing?		1	2
(iii)	What is the fullform of EDLP?		1	1
(iv)	Give one example of advertisement.		3	3
(v)	What do you mean by Expensive?		1	2
(vi)	What do you mean by exculsive distribution?		1	2
(vii)	Setting the advertising objectives is the first step in developing and managing an advertisement program. True or False.		3	1
Q - 2 (a)	Explain Product Life Cycle with a diagram.	[05]	1	2
Q - 2 (b)	Explain Skimming and Penetration Strategy with examples.	[05]	3	3
<b>OR</b>				
Q - 2 (a)	Explain Five M's of Advertising	[05]	1	4
Q - 2 (b)	Explain Levels of Channel.	[05]	1	2
Q - 3 (a)	Distinguish between Goods and Services.	[05]	1	4
Q - 3 (b)	Explain the concept of Packaging.	[05]	1	2
<b>OR</b>				
Q - 3 (a)	What are the Objectives of Pricing?	[05]	3	5
Q - 3 (b)	Explain labeling by drawing any product.	[05]	4	6

<b>Q - 4</b>	Attempt any one.	<b>[05]</b>
(i)	Short note on 5 Product Levels	1 2
(ii)	Short note on Marketing Communication Mix	1 4

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CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create