

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

BBA-III Semester

COURSE CODE (CREDITS): 23BB1H5312 (4)

MAX. MARKS: 25

COURSE NAME: Principles of Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 Hour 30 Minutes

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	Explain how internal databases differ from marketing intelligence. What are some advantages and disadvantages of both?	CO2	5
Q2	What is the significance of complex consumer buying behavior and the level of consumer involvement to marketers? Also, explain with examples the two different types of triggers in context to need recognition	CO2	5
Q3	A large Indian retail chain decides to upgrade its point-of-sale (POS) systems across all stores. The current supplier has been providing POS systems for the past three years, but the company now wants to enhance the systems' functionality, including integration with an advanced inventory management system. Identify the type of business buying situation. Highlight the criteria you would use to evaluate potential suppliers and ensure the upgraded systems meet the company's requirements.	CO3	5
Q4	An online education platform aims to provide advanced professional courses for working professionals in India. What (and why?) segmentation variables should the platform consider?	CO3	5
Q5	(a) Analyze how the Indian telecommunications company, Jio, has leveraged service differentiation to gain a competitive advantage in the market.(b) Evaluate how the Indian consumer goods company, Amul, has sets itself apart from competitors	CO3	5