

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2024

BBA-III Semester

COURSE CODE (CREDITS): 23BB1HS312 (4)

MAX. MARKS: 35

COURSE NAME: Principles of Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hour

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	You are the Product Manager for a leading technology company planning to launch a new smartphone in the Indian market. The smartphone, named "TechStar Ultra," is designed to cater to the diverse needs of Indian consumers. Your task is to develop a comprehensive product strategy based on the levels of product concept: core product, actual product, and augmented product.	CO1&3	8 marks
Q2	Airbnb's disruptive distribution model has shaken up the traditional hotel and hospitality industries, challenging many age-old principles. <i>Comment and reason.</i>	CO4	4 marks
Q3	Using suitable examples explain when and why the following promotion tools will be effective <ul style="list-style-type: none"> • Digital Billboard • Social media campaign • Personal selling 	CO5	5 marks
Q4	Strategic group offers the strongest competition. Discuss w.r.t. E-commerce Industry, Fast-Moving Consumer Goods Industry		5 marks
Q5	Differentiate between Value-Based Pricing and Cost-Based Pricing	CO3	4 marks
Q6	Write short Notes on : <ul style="list-style-type: none"> (a) Everyday low pricing (b) Word of Mouth Communications (c) Psychographic segmentation 	CO2,4,5	9 marks