

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**1<sup>st</sup> Internal Examination, SYBBA 3<sup>rd</sup> Semester**  
**030100317: Principles of Marketing**

**Date: 26/08/2017**

**Marks: 50**  
**Time: 2 hrs.**  
**[16]**

**Q-1 Answer the following. (Any Eight)**

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. Classify the product on the basis of durability and tangibility.
9. Differentiate between marketing and selling concept.

**Q-2 Answer the following. (Any Two)**

**[20]**

1. "Each stage of the product life cycle calls for different marketing strategies." Exemplify.
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. Explain industrial goods classification in detail with example.
2. Discuss personal and cultural factor affecting to consumer buyer behaviour.
3. Write a note on Holistic Marketing Concept.