

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -2 EXAMINATION- 2025

BBA-III Semester

COURSE CODE (CREDITS): 23BB1HS312

MAX. MARKS: 25

COURSE NAME: PRINCIPLES OF MARKETING

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5 Hour

Note: (a) All questions are compulsory.

Q.No	Question	CO	Marks
Q1	You are conducting market research for an online learning platform whose student enrollments have dropped in the last two semesters. To understand the reasons, you plan to organize a focus group with users. <i>Who should be invited to the focus group, and why? What kind of information would you want to gather? Suggest a few key questions you would ask during the session.</i>	CO2	6
Q2	What do you understand by subculture in consumer behavior? Explain with suitable examples of subcultures in India and discuss how they affect consumers' lifestyles and buying decisions.	CO2	4
Q3	Consumers show different types of buying behavior. Suppose you are studying the purchase patterns of Indian consumers across the following products-Smart phones, Washing machines, Toothpaste and Packaged snacks. Identify which type of consumer buying behavior each product represents and justify your answer with reasons.	CO3	6
Q4	Write short notes on the following wrt Business buyers (a) Straight Rebuy vs Modified rebuy (b) Institutional Buyers and marketing implications (c) Stages of the Business Buyer Decision Process(in brief)	C03	9