

13/9/30

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

Make-up Examination-Nov-2025

BBA-III Semester

COURSE CODE (CREDITS): 23BB1HS312 (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	Define the marketing information ecosystem and discuss its parts.	CO2	5
Q2	Using examples explain - <ul style="list-style-type: none"> • Selective attention • Selective distortion • Selective retention 	CO2	5
Q3	Discuss how online, mobile, and social media have changed business-to-business marketing.	CO3	5
Q4	<p>Himalaya Herbals, a well-known Indian personal care brand, positions itself as "Safe and Effective Ayurveda." Recently, the company has faced competition from brands that use similar herbal positioning but focus mainly on affordability. To strengthen its market position, Himalaya plans a new campaign highlighting its sustainable sourcing practices, eco-friendly packaging, and commitment to community welfare through women-led cooperatives for herb cultivation.</p> <p>Question: Using the concept of Societal Marketing, analyze how Himalaya can balance its three objectives — <i>company profit</i>, <i>customer satisfaction</i>, and <i>social welfare</i>. Suggest one new initiative the brand can introduce to further align with the Societal Marketing concept.</p>	CO3	6
Q5	Explain the terms – market offerings and marketing myopia	CO3	4