

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
TEST -3 EXAMINATION- 2025

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	A travel agency offers meditation-based, silent-retreat holidays for stressed IT professionals. Define the niche segment and explain why this offering is niche-driven.	CO3	5
Q2	A startup is planning to sell home-automation solutions. (smart locks, voice-controlled lighting, energy-saving sensors). Identify the possible segments it should target and the resultant positioning strategy.		5
Q3	Digital technology has changed the way companies interact with customers—through chatbots, personalised ads, social media, and data-driven content. Considering any one Indian brand (such as Zomato, Nykaa, Airtel,), analyse how the company can use digital tools to enhance communication with customers and how this transformation improves customer experience.	CO5	6
Q4	Discuss Franchising and its options.	CO4	5
Q5	Contrast - customer value-based pricing, cost-based pricing, and competition-based pricing.	CO4	5
Q6	Write short notes on 1) Levels of product 2) Merits of Personal Selling 3) Everyday low pricing	CO3	9