JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

BBA-III Semester

COURSE CODE (CREDITS): 23BB1HS312 (4) MAX. MARKS: 15

COURSE NAME: Principles of Marketing

COURSE INSTRUCTORS: Anupriya Kaur MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

(b) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	QuickBasket started as a grocery delivery app that helped consumers purchase daily essentials without visiting physical stores. As customer expectations evolved, the company introduced personalised shopping lists, express delivery, digital payment options and subscription benefits. Management observed that customers increasingly valued convenience and time savings as much as the products themselves. (a)In context of the case explain the need-want paradigm. (b) How has QuickBasket created customer value beyond simply delivering groceries?	CO1	6
Q2	(a)Explain the concept of strategic business unit and highlight its importance in strategic marketing process (b) Contrast Stars vs Question marks as per BCG matrix	CO2	6
Q3	From ordering groceries online to making instant digital payments and using AI-powered services, technology has changed how Indians buy and consume products. Imagine you are an entrepreneur looking to enter this changing market. Identify two business opportunities that you could explore as a result of India's growing digital adoption	CO3	5