

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA-III Semester

MAX. MARKS: 15

COURSE CODE (CREDITS): 23BB1HS312

COURSE NAME: PRINCIPLES OF MARKETING

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1 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	<p>Zomato began as a simple restaurant discovery and food delivery platform, solving the need for convenient access to meals for urban consumers with busy lifestyles. It enabled customers to order food quickly from nearby restaurants instead of cooking at home.</p> <p>Today, Zomato has evolved into much more than a delivery app. With features like curated restaurant lists, premium subscriptions (Zomato Gold/Zomato Pro), and exclusive dining experiences,</p> <ol style="list-style-type: none"> <li>1. Identify the basic need Zomato fulfills and the wants it caters to in modern consumer behavior.</li> <li>2. How has Zomato differentiated itself beyond being a food delivery service?</li> <li>3. Do you think digital platforms are shaping consumer wants faster than traditional FMCG brands? Why or why not?</li> </ol>	CO1	7 marks
Q2	<p>Contrast –(a)Market penetration and market development as per Ansoff matrix</p> <p>(b) Stars vs Cash cows as per BCG matrix</p>	CO2	4 marks
Q3.	<p>With the rise of AI, digital payments, and e-commerce platforms in India, technology is reshaping the way businesses operate and consumers shop. Identify two business opportunities that have emerged due to rapid digital and technological adoption in India.</p>	CO1	4 marks