

FACULTY OF MANAGEMENT
BBA I-SEMESTER (CBCS) EXAMINATION, DECEMBER 2017

SUBJECT : BASICS OF MARKETING

TIME : 3 HOURS

COURSE No. 106 (BB)

MAX. MARKS : 80

NOTE : ANSWER ALL THE QUESTIONS

PART-A ANSWER ANY FIVE QUESTIONS (5 X 4 = 20 MARKS) (SHORT ANSWER TYPE)

- 1
 - a Marketing Myopia
 - b Product Mix
 - c Multibrand
 - d Zero Channels
 - e Durable Product
 - f Cross Culture
 - g Personal Selling
 - h Publicity

PART-B ANSWER ANY FIVE QUESTIONS (5 X 12 = 60 MARKS) (ESSAY ANSWER TYPE)

- 2
 - a What do you mean by marketing ? State the evolution of Marketing
 - b Explain the difference between selling and marketing
 - 3
 - a What is market Segmentation ? What are the levels for effective segmentation ?
 - b What is positioning ? Explain the positioning strategies for consumer market
 - 4
 - a Discuss the concept of product and need for the classification of products
 - b Explain the different stages in new product development.
 - 5
 - a Explain the role of price in marketing mix ? Discuss the objectives of pricing.
 - b Define PLC ? Explain marketing strategies in PLC
 - 6
 - a What are the advantages and disadvantages of various media of advertising
 - b Define distribution and explain the factors influencing the Channel Decisions.
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