

FACULTY OF MANAGEMENT**BBA I – Semester (CBCS) Examination, November / December 2019****Subject: Basic of Marketing****Paper – 1.3****Time: 3 Hours****Max. Marks: 80****Note: Answer all the questions.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

1 Answer any five of the following in about 20 lines each.

- a) Marketing Philosophies
- b) Repositioning
- c) Drop error
- d) Specialty Product
- e) Zero Level Channel
- f) Go-error
- g) Growth stage
- h) Publicity

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all the questions using the internal choice.**

- 2 a) What do you mean by marketing concept? State briefly the elements of marketing concept.

OR

b) Explain the major micro environmental forces in the marketing environment.

- 3 a) Define market segmentation. Develop an effective plan of action for segmentation of the following products:

- i) Mobile Phone
- ii) Laptop

OR

b) Discuss the product positioning with suitable examples.

- 4 a) Explain the stages of new product development and its importance in India.

OR

- b) Explain the followings:

- i) Consumer Adoption Process
- ii) Reasons for new product failures

- 5 a) What are the important stages and strategies of the product life cycle? Explain with suitable examples?

OR

b) Explain different pricing strategies used by Indian Managers.

- 6 a) What are the elements of promotion mix, discuss in detail.

OR

- b) Define advertisement? How you prepare advertisement for corporate hospitals?
