

Faculty of Business Management
BBA I-Year, CBCS-I Semester Regular Examinations, Dec/Jan 2019-20
PAPER: BASICS OF MARKETING

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any FIVE of the following questions (5x4=20 Marks)

1. Micro Environment
2. Benefit Segmentation
3. Idea Screening
4. Product line
5. Public relations
6. Market offers
7. Mass marketing
8. Advertising

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) "Marketing takes care of needs and wants of the customers". Justify
(OR)
(b) Discuss the marketing as a function of the business.
- 10.(a) What is Target market? Explain target marketing strategies.
(OR)
(b) Discuss the need for segmenting the consumer markets.
- 11.(a) What is a new product? Explain the reasons for failure of new products.
(OR)
(b) Describe the stages in new product development process.
- 12.(a) Define price. Explain any 3 pricing approaches with suitable examples.
(OR)
(b) What is a product? Enumerate various kinds of products.
- 13.(a) Discuss the importance of promotion mix tools in business.
(OR)
(b) Define marketing channel. Write about retailers in detail.
