

Faculty of Business Management**BBA II-Year, CBCS-III 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. Write a brief note on types of Markets
 2. Describe demographic environment
 3. What is meant by target marketing?
 4. List the steps in consumer decision making process
 5. What is available market?
 6. Distinguish Selling and Marketing
 7. Define market segmentation
 8. What is test marketing?

Section-B

- II. Answer the following questions (5x12=60 Marks)
9. (a) Define marketing and discuss its role in business in the modern world.
(OR)
(b) Explain different marketing orientations.
10. (a) What do you understand by Marketing Environment? What are Micro and Macro environmental factors? Explain in detail.
(OR)
(b) What are 4Ps of Marketing? Explain each 'P' in the context of its role in business.
- 11.(a) Explain the importance of Market Segmentation in developing a marketing strategy.
(OR)
(b) What is Product Positioning? Describe various positioning strategies.
12. (a) Explain the factors influencing the Consumer Behavior?
(OR)
(b) Describe the roles played by individuals in Consumer decision making
13. (a) Explain the major concepts in Demand Measurement.
(OR)
(b) What is Sales Forecasting? Explain various methods of Forecasting.
