

FACULTY OF COMMERCE & BUSINESS MANAGEMENT
BBA (Gen & Comp. Applns.) CBCS I-Year (I-Semester) Regular Examinations, Feb/Mar-2023
Basics of Marketing

Time: 3 Hours

Max Marks: 80

SECTION-A

(5×4=20 Marks)

Answer any Five questions from the following

1. Explain the scope of marketing.
2. What is the difference between Marketing and Selling?
3. Explain about differentiation strategy.
4. What are the characteristics of industrial marketing?
5. Why new products development is important?
6. What is consumer adoption process?
7. Explain the unsought goods with example.
8. Define product line.
9. Explain about publicity.
10. Explain the role of intermediaries in marketing.

SECTION-B

(5×12=60 Marks)

Answer all the questions from the following

11. (a) Describe the concepts of production, marketing and societal marketing with suitable examples.
(OR)
(b) Explain the factors influencing marketing environment at macro level.
12. (a) Explain the bases for segmenting the consumer markets.
(OR)
(b) What is Target Markets? Explain about the market targeting strategies?
13. (a) Explain the reasons for failure of a new product.
(OR)
(b) Discuss in detail about the stages of new product development process.
14. (a) Describe appropriate marketing strategies for the growth stage in PLC.
(OR)
(b) Explain the various pricing methods used by the organizations.
15. (a) Explain the role of advertisements in promoting the products.
(OR)
(b) Discuss about the major functions of marketing channels.