

**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 is 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.

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**Faculty of Business Management**  
**BBA I-Year, CBCS-I Semester Backlog Examinations, January 2021**

**PAPER: BASICS OF MARKETING**

Time: 2 Hours

Max Marks: 80

I. Answer any **FIVE** of the following questions

(5x16=80 Marks)

1. Define Marketing and explain the nature and scope of marketing.
2. Explain the impact of macro environment elements on marketing.
3. Discuss the various target marketing strategies.
4. What is positioning and explain the types of positioning in marketing.
5. Explain the reasons for failure of a new product with examples.
6. Write in detail about consumer adoption process.
7. What is product classification and explain the different types of products.
8. Explain the various pricing strategies with suitable examples.
9. Explain the different types of advertisements with live examples.
10. Explain the different types of intermediaries and their role in marketing.

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**Faculty of Business Management****BBA I-Year, CBCS-I Semester Backlog Examinations -June/July, 2022****PAPER: Basics of Marketing**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any *five* of the following (5x4=20 Marks)
1. 'Marketers do not create needs' – Justify.
  2. What is target marketing?
  3. List the causes of new product failure.
  4. What do you understand by Skimming Pricing?
  5. Define Channels of Distribution.
  6. What is the difference between marketing and selling?
  7. What is Mass Marketing?
  8. What is Publicity and how it is different from Advertising.

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Discuss the different philosophies of marketing.  
(OR)  
(b) Discuss the various macro environmental factors affecting marketing function.
  10. (a) Define Market Segmentation. Describe the basis of segmenting a market for consumer products.  
(OR)  
(b) What is Product Positioning? Describe the various positioning strategies.
  11. (a) Define a New Product. Enumerate the steps in New Product Development.  
(OR)  
(b) Describe the stages of consumer adoption process.
  12. (a) Explain the different stages of Product Life Cycle (PLC) with a suitable diagram.  
(OR)  
(b) What is pricing? Explain the objectives of pricing?
  13. (a) Discuss the concept of promotional mix.  
(OR)  
(b) Discuss the role of Wholesalers and Retailers in the Channels of Distribution.

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**Faculty of Business Management****BBA I-Year, CBCS-I Semester Backlog Examinations -June, 2023****PAPER: Basics of Marketing**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following questions

(5x4=20 Marks)

1. Sales concept vs Marketing Concept
2. Brand Positioning vs Target Marketing
3. Why do new products fail?
4. What is product concept?
5. What are the Tools of Promotion
6. Explain the marketing strategies for the PLC
7. What are the types of new products
8. Intermediaries in Marketing

**Section-B**

II. Answer the following questions

(5x12=60 Marks)

9. (a) Define Marketing. Explain the Nature, Scope and Importance.

(OR)

(b) Explain the core marketing concepts in detail.

10. (a) What is product positioning? Explain its benefits and strategies.

(OR)

(b) Explain in detail about Segmentation Variables for Industrial Market.

11. (a) Explain the New Product Development process.

(OR)

(b) Explain the stages and factors of consumer adoption process.

12. (a) Elucidate Pricing methods in marketing

(OR)

(b) What is Product Mix? Describe product mix decisions

13. (a) What is promotion mix? Explain the factors affecting it

(OR)

(b) Define personell selling. What is its contribution towards Marketing?

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