

FACULTY OF MANAGEMENT
BBA (CBCS) | Semester (Regular) Examination, December 2023 / January 2024
Subject: Basics of Marketing
Paper: 102

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What is Selling Concept?
2. Define Segmentation
3. Define Consumer Market
4. What is Positioning?
5. What do you mean by Adoption process?
6. Explain Product line concept
7. Explain Product classification
8. Explain Distribution Channel

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Explain the importance and evolution of marketing.
(OR)
(b) Discuss the core marketing concepts.
10. (a) What is market segmentation? Discuss in brief the basis and process of market segmentation.
(OR)
(b) Discuss product positioning tools with their key elements.
11. (a) Discuss stages in new product development process with a diagram.
(OR)
(b) Why organizations plan new products and what are the need and limitations of new product development.
12. (a) Define Price and explain various pricing methods and strategies.
(OR)
(b) Explain Product Life Cycle with its marketing strategies.
13. (a) What is promotion mix, what are the factors helpful in determining promotion mix.
(OR)
(b) Discuss in detail various advertisement strategies.
