

No. of Printed Pages : 4

BSM-002

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2020

BSM-002 : BASICS OF MARKETING

Time : 2 Hours

Maximum Marks : 50

Note : *Answer all questions.*

1. (a) State whether the following statements are true or false : 1×5=5
- (i) Marketing doesn't occur unless two or more parties are willing to exchange something for something else.
 - (ii) The promotion "P" of marketing is also known as marketing communication.
 - (iii) Indian consumers are price-sensitive but not value-conscious.
 - (iv) The purpose of marketing is not only to acquire customers but also to retain them.

(v) Age and income are the psychographic variables used for segmentation.

(b) Fill in the blanks : $1 \times 5 = 5$

(i) Target marketing comprises three constituents : segmenting, targeting and

(ii) is any form of paid, non-personal presentation of ideas, goods or services for the purpose of inducing people to buy.

(iii) is the first step in the consumer decision-making process.

(iv) is the strategy wherein the firm offers the same product to different market segments.

(v) AIDA model refers to Awareness, Interest, Desire and

2. Briefly explain any *five* of the following in about **100** words each : $2 \times 5 = 10$

(a) Social equity

(b) Marketplace

(c) Customer needs, wants and demands

- (d) Standardisation *vs.* differentiation
 - (e) Channels of distribution
 - (f) Personal selling
 - (g) Need for innovation
 - (h) Personality
3. Answer any *four* of the following questions in about **250** words each : 5×4=20
- (a) What is market segmentation ? Enlist the various bases for customer-based segmentation.
 - (b) What are the different roles played by individuals in consumer decision-making ? Explain.
 - (c) Explain the importance of marketing communication.
 - (d) What are the objectives of consumer sales promotion and the instruments used by marketers to achieve them ?
 - (e) What are the marketing challenges in India ? Discuss.
 - (f) Briefly explain the public relation management process.

4. Answer any *one* of the following questions in about **500** words : 10
- (a) Taking any product of your choice, explain the various elements of its marketing mix. (4 Ps).
- (b) What are the emerging marketing paradigms in the Indian market ? Discuss.