

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

June, 2023

BSM-002 : BASICS OF MARKETING

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. (a) State whether the following statements are True or False : 5×1=5
- (i) Market is a set of existing and potential buyers for a defined product or service.
- (ii) Consumption behaviour of the consumer is indirectly proportional to the income of the consumer.

P. T. O.

- (iii) Marketing mix is the most visible part of the marketing strategy of an organization.
 - (iv) Marketing process is static in nature.
 - (v) Competition is about creating innovative customer experiences with the brand.
- (b) Fill in the blanks : 5×1=5
- (i) is the systematic or scientific study of people and their culture.
 - (ii) Target marketing comprises three constituents : Segmenting, and Positioning.
 - (iii) Indian customer is price sensitive as well as
 - (iv) One important dimension of human behaviour is that it is
 - (v) 4 P's are also termed as the

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

- (a) Marketing as a managerial function
- (b) Positioning
- (c) Business Intelligence
- (d) Parameters in consumer decision-making
- (e) Need for segmentation
- (f) Publicity
- (g) Objectives of Advertising
- (h) Convenience value in buying

3. Answer any *four* of the following questions in about **250** words each : 4×5=20

- (a) What purpose does marketing serves in present environment ?
- (b) The marketing orientation involves a six-dimensional approach. Explain any *two* of the marketing orientation.
- (c) What is Marketing Mix ? Explain any *one* of the marketing mix elements.

- (d) Explain the psychographic variables that influences a buyer behaviour.
 - (e) What are the various objectives for advertising ?
 - (f) Discuss the tools of Public Relations (PR).
4. Answer any **one** of the following questions in about **500** words each : 1×10=10
- (a) Explain in detail 4P's of marketing with suitable examples.
 - (b) Explain with diagram the AIDA model.