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**BACHELORS IN BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]**

Term-End Examination

June, 2024

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 : $5 \times 1 = 5$
- (i) Indian market continues to remain unserved for many products and services.
 - (ii) Another variable not used for segmenting the market is buyer's readiness to buy a product.

- (iii) Convenience value refers to savings in time and effort needed to acquire the product.
 - (iv) The prime objective of marketing is not to increase the firms market share and profits.
 - (v) Advertising is mass media method of marketing communication.
- (b) Fill in the blanks : $5 \times 1 = 5$
- (i)is the person who buys the product.
 - (ii) refers to receiving the product or service in a manner tailored to an individual consumer's circumstances.
 - (iii) is a kind of promotion used by companies to make their image better in public eyes.
 - (iv) The advertiser has to decide on the once the advertising goals have been set.

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(v) The full form of IMC is Integrated marketing

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

- (a) Advertising
- (b) Personal Selling
- (c) Brand Positioning
- (d) Targeting
- (e) Marketing as a Managerial Function
- (f) Influencer
- (g) Publicity
- (h) Lobbying

3. Answer any **four** of the following in about 250 words : $4 \times 5 = 20$

- (a) Discuss the strategies adopted by local retailers for marketing.
- (b) What are the market values sought by buyers? Discuss.
- (c) How buyer's decisions are influenced by social and cultural influences.

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(d) Explain the four step process of development of a PR strategy in a company.

(e) Discuss the importance of sales Promotion and Personal selling.

(f) What do you understand by market implementation ? Explain.

4. Answer any **one** of the following questions in about 500 words each : $1 \times 10 = 10$

- (a) Discuss the basis for market segmentation.
- (b) What purpose does marketing serve to create and retain a customer ?
