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BSM-002

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) B. B. A. (SM)**

Term-End Examination

December, 2021

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) The starting point of marketing is the consumer.
- (ii) Decider is the person who influences the decision process of consumer.
- (iii) Event Management refers to communicate the desired message to the target consumer group.

- (iv) The advertiser has to decide on the budget once the goals have been set.
- (v) The aim of all marketing activities is to increase customer satisfaction.
- (b) Fill in the blanks : 5×1=5
- (i) is the mass media method of marketing communication.
- (ii) 4P's of marketing mix includes product, price, promotion and
- (iii) location of customers is the starting point of all market segmentation strategy.
- (iv) is the person, who sows the seed in a consumer's mind to buy a product.
- (v) is a kind of promotion which is used by companies to improve their image in public eyes.

2. Briefly explain any **five** of the following in about **100** words each : 5×2=10
- (a) Sales Promotion

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- (b) AIDA Model
 - (c) Convenience Value
 - (d) Lobbying
 - (e) Integrated Marketing Communication (IMC) process
 - (f) Marketing Mix
 - (g) Customer Based Segmentation
 - (h) Cultural Influences
3. Answer any **four** of the following in about **250** words each : 4×5=20
- (a) Explain the three pillars on which the concept of marketing is based.
 - (b) Explain Make My Trip as an entrepreneurial venture.
 - (c) Describe the various channels used for distribution of consumer products.
 - (d) How does an effective marketing communication help an organization ?
 - (e) Explain the growth of personal values as market value sought by users.

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- (f) Explain the factors which have contributed to the growing significance of sales promotion.
4. Answer any **one** of the following questions in about **500** words each : 1×10=10
- (a) How is advertising a powerful tool in brand building exercise as well as in creating brand image ?
 - (b) Explain the four-step process of PR strategy development.

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