

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

**Term-End Examination**

**December, 2022**

**BSM-002 : BASICS OF MARKETING**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. (a) State whether the following statements are True or False : 5×1=5
- (i) Markets do not require innovations in products and services.
  - (ii) Market segmentation is the process of dividing a heterogeneous market into homogeneous subunits.
  - (iii) The Indian middle class remains a formidable segment in the market today.

- (iv) Promotion refers to the process of informing and dissuading the consumers to buy certain product.
- (v) On social media informationalists are those who retrieve and supply information.
- (b) Fill in the blanks :  $5 \times 1 = 5$
- (i) ..... categorize customer on the basis of benefits sought.
- (ii) ..... is used for segmenting male market from the female market.
- (iii) ..... factors of buying behaviour refer to lifestyle or personality.
- (iv) Factors like technology, demography and competition are influencing ..... opportunities in India today.
- (v) ..... products are classified on the basis of their use.

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

- (a) Publicity

- (b) Pricing
  - (c) Customer-based segmentation of market
  - (d) Brand Positioning
  - (e) Product Life cycle stage
  - (f) Personalisation value
  - (g) Telemarketing
  - (h) Demographic influences
3. Answer any *four* of the following questions in about **250** words each : 4×5=20
- (a) “The great Indian middle class continues to remain a formidable segment in the market today.” Discuss.
  - (b) Explain OYO Rooms as an entrepreneurial venture.
  - (c) Explain customer engagement as a new marketing paradigm.
  - (d) Briefly explain ‘brand positioning’.
  - (e) How is publicity different from lobbying as a tool of public relations ?

(f) Explain the factors leading to the growth of Integrated Marketing Communication (IMC).

4. Answer any **one** of the following questions in about **500** words : 10

(a) How is advertising different from personal selling as an element of Marketing Communication Mix ?

(b) Explain the Levidge and Steiner's hierarchy of consumer response model.