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BSM-002

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

[B. B. A. (SM)]

**Term-End Examination
December, 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) Being loyal to the brand is the way by which customers reward the company.
 - (ii) Benefits segmentation is when the marketer identifies demerits of the product.
 - (iii) Initiator is person who sows the seed in a consumer's mind to buy a product.

P. T. O.

(iv) Products refer to goods, services or ideas offered by a company/organization.

(v) Innovation is not necessary for the survival and growth of an organization.

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

(i) is the person within or outside the immediate family of the consumer who influences the decision process.

(ii) The concept of self-image has been termed as

(iii) The 4 P's in the marketing mix refers to product,, place and promotion.

(iv) is a powerful tool in brand building exercise as well as in creating brand imagery.

(v) The IMC process has five major components which are : Sender, Message, Receiver, Response and

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

(a) Segmentation

(b) Lobbying

(c) Convenience Value

- (d) Marketing Orientation
 - (e) Segmenting Industrial Markets
 - (f) Self-Concept
 - (g) Objectives of Sales Promotions
 - (h) Brand Image Integration
3. Answer any *four* of the following questions in about **250** words : 4×5=20
- (a) What are the various factors that influence Indian market ?
 - (b) Explain the AIDA Model of Hierarchy of Consumer Response.
 - (c) Explain how advertising objectives are formulated.
 - (d) Briefly explain the elements of marketing communication.
 - (e) Explain how psychographic variables influence buyer's decision.
 - (f) Explain the role played by interactive technology in marketing mix.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Explain the reasons that make Indian markets unique.
 - (b) Discuss the process of PR Management.