| **BSM-002**

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBA(SM))

Term-End Examination

June, 2022

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) Modern marketing involves focus on customer orientation, integrated marketing to achieve maximum customer satisfaction and to develop competitive marketing strategies.

     (ii) Consumption behaviour of the consumer is indirectly proportional to the income of the consumer.

     (iii) The promotion 'P' of marketing is also known as Marketing Communication.

     (iv) Significance of sales promotion and publicity changes with product type.

     (v) Humour cannot be used as an appeal in advertisement by the marketers.

(b) Fill in the blanks : *5×1=5*

   (i) _____ has been defined as an exchange process between the buyer and the seller.

   (ii) The goal of advertising is to sell a _____.

   (iii) Indian customer is price sensitive as well as _____.

   (iv) _____ is an emergent phenomenon and not a planned activity, which represents a bottom-up innovation model.

   (v) The 4 P's in marketing mix refer to product, price, place and _____.

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

   (a) Positioning

   (b) Social Equity

   (c) Geographic Location of Customers as a type of Segmentation

   (d) Publicity

   (e) Social Media and Consumers

   (f) Sales Promotion

   (g) Importance of Marketing Communication

   (h) Future of Competition

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

(a) Explain the purpose of marketing.

(b) What are the commonly used basis for segmentation ?

(c) Explain the consumer decision-making process.

(d) Discuss the elements of marketing communication mix.

(e) What are the factors that guide the selection of promotion mix ?

(f) What are the various objectives for advertising ?

4. Answer any *one* of the following questions in about 500 words :   *1×10=10*

(a) Define Segmentation. Explain with suitable examples the different basis on which an FMCG sector will segment its market.

(b) What are the factors that influence buyer behaviour ? Explain with example.

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