

No. of Printed Pages : 4

BSM-002

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]**

Term-End Examination

December, 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 : 5×1=5
- (i) The marketing starts with the consumer and ends with consumer.
 - (ii) Advertising and Publicity are same.
 - (iii) Marketing means “selling” or “advertising.”

B-1361/BSM-002

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- (iv) Marketing does not occur unless two or more parties are willing to exchange something for something else.
 - (v) The aim of all marketing activities is to increase customer satisfaction.
- (b) Fill in the blanks : 5×1=5
- (i) is all about understanding the market, segmenting it, and reaching out to them at the right time with the correct message.
 - (ii) 4P's of marketing mix includes Product, Place, Promotion and
 - (iii) is a marketing concept which divides the complete market setup into smaller subsets comprising of consumers with a similar taste, demand and preference.
 - (iv) is the actions and decisions that people or households make when they choose, evaluate, buy, consume, and dispose of a product or service.
 - (v) Target marketing comprises three constituents : Segmenting, and Positioning.

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

- (a) Marketing Concept
- (b) Marketing Mix
- (c) Market Segmentation
- (d) Consumer Behaviour
- (e) Positioning
- (f) Personal Values
- (g) Reference Groups
- (h) Public Relations

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

- (a) Explain the AIDA's theory of selling.
- (b) Examine the Integrated Marketing Communication (IMC) concept.
- (c) Analyse the various channels used for distribution of consumer products.
- (d) What are the various marketing concepts ?
- (e) Outline the objectives and importance of marketing.
- (f) Discuss the factors which influence consumer buying behaviour.

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

- (a) How would you like to segment any consumer product or service and what are the bases of segmentation ?
- (b) Explain the steps in the process of buyer buying decision-making.

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