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BSM-002

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

Term-End Examination

December, 2025

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) Ultimate user is the person who influences the decision process of consumer.

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- (iii) Marketing means 'selling'.
- (iv) Publicity is a paid form of promotion and having identified sponsor.
- (v) The main aim of all marketing activities is to increase profit.

(b) Fill in the blanks : 5×1=5

- (i) is the study of individuals, groups or organisations and all the activity associated with the purchase, use and disposal of goods and services.
- (ii) 4P's of marketing mix includes product, price, place and
- (iii) value refers to savings in time and effort needed to acquire the product.

(iv) is a strategic exercise we use to establish the image of a brand or product in a consumer's mind.

(v) Full form of the term 'STP' is

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

- (a) Define Marketing
- (b) Marketing Mix
- (c) Demographic Market Segmentation
- (d) Consumer Behaviour
- (e) Market Positioning
- (f) Target Marketing
- (g) Sales Promotion
- (h) Buying Motives

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

- (a) Discuss the role of Marketing in developing economy.

- (b) Outline the Integrated Marketing Communication (IMC) concept.
 - (c) Apply the various types of market positioning.
 - (d) Role of Advertising in brand building.
 - (e) Methods for setting advertising budget.
 - (f) Write a note on consumer buying behaviour.
4. Answer any *one* of the following questions in about **500** words each : 1×10=10
- (a) Define market segmentation. Explain the bases of segmentation with suitable examples.
 - (b) Explain the market values sought by buyers.

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