

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

Term-End Examination

June, 2026

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) Consumer profile is base for market segmentation.
- (ii) A target market is a group of people that have been identified as the most likely potential customers

for a product because of their shared characteristics, such as age, income, and lifestyle.

- (iii) Marketing means 'advertising'.
- (iv) Customer Satisfaction is the main goal of the marketing.
- (v) Market positioning is a strategic exercise we use to establish the image of a brand or product in a customer's mind.

(b) Fill in the blanks : 5×1=5

- (i) Coupons, premiums, discounts, offers, contests and sweepstakes are closely associated with the marketing mix activity of
- (ii) 4P's of marketing mix includes Product, Place, Promotion and

- (iii) is the person, who sows the seed in a consumer's mind to buy a product.
- (iv) is the full form of the term 'AIDA'.
- (v) makes the products available conveniently to end users.

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

- (a) Marketing Concept
- (b) Marketing Challenges in Indian Market
- (c) Advertising *vs.* Publicity
- (d) Cultural influences in Consumer Behaviour
- (e) Pricing
- (f) Physical Distribution is half of the marketing. Discuss.
- (g) Geographic Segmentation
- (h) Public Relations

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

- (a) What are the Components of Marketing Strategy ?
- (b) Use of Psychographic variables in Market Segmentation.
- (c) Various channels used for distribution of consumer products.
- (d) Societal oriented marketing concept.
- (e) Explain the importance of Personal Selling.
- (f) Identify the Characteristics of Indian consumer market.

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

- (a) Examine the tools and importance of Integrated Marketing Communication (IMC).
- (b) Discuss the Factors and Stages involved in the process of Consumer buying decision making.

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