

BBAFM-SN201

**B.B.A. Degree EXAMINATION, JULY/AUGUST - 2023
(SECOND SEMESTER) (CBCS Pattern) (New Regulation)
FUNDAMENTALS OF MARKETING**

(Note : 2021-22 Admitted students have to answer the questions in English medium only)

Time : 3 Hours

Max. Marks : 75

SECTION - A

(5 × 5 = 25)

Answer any FIVE of the following.

1. Role of Marketer
2. Product classification
3. Promotional Pricing
4. Functions of Retailer
5. Types of Media
6. Channel design decisions
7. Need for Public Relations
8. Concept of Sales Promotion

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SECTION - B

(5 × 10 = 50)

Answer ALL the questions.

9. a) Explain in detail about Selling and Social concepts of Marketing.

OR

- b) Discuss about the need and importance of Market segmentation for consumer and Industrial Markets.

10. a) Define 'Product'. What factors are influencing Product Mix Decisions.

OR

- b) Explain about the stages of product life cycle with the help of an example.

11. a) Briefly explain about the methods and process involved in Pricing.

OR

- b) Are price discounts and allowances responsible for Product Promotion? Discuss.

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12. a) What are the functions of wholesaler?

OR

b) Outline the factors which are influencing channel management decisions.

13. a) Define 'Advertising'. What are its objectives?

OR

b) What is meant by Personal Selling? Evaluate the process involved in personal selling.

