

**Faculty of Business Management**  
**BBA I-Year, CBCS-I Semester Backlog Examinations, January 2021**  
**PAPER: BASICS OF MARKETING**

Time: 2 Hours

Max Marks: 80

I. Answer any **FIVE** of the following questions

(5x16=80 Marks)

1. Define Marketing and explain the nature and scope of marketing.
2. Explain the impact of macro environment elements on marketing.
3. Discuss the various target marketing strategies.
4. What is positioning and explain the types of positioning in marketing.
5. Explain the reasons for failure of a new product with examples.
6. Write in detail about consumer adoption process.
7. What is product classification and explain the different types of products.
8. Explain the various pricing strategies with suitable examples.
9. Explain the different types of advertisements with live examples.
10. Explain the different types of intermediaries and their role in marketing.

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