

**Faculty of Business Management**  
**BBA II-Year, CBCS-III 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 differences between selling and marketing.
  2. Discuss in detail about the marketing orientations.
  3. What is micro environment and explain the important elements of the micro environment.
  4. What is marketing mix and explain the seven(7) P's of marketing mix.
  5. Explain the bases for segmenting the consumer markets.
  6. Discuss in detail the positioning strategies with suitable examples.
  7. Explain the different types of buyer behaviour with suitable examples.
  8. Write the consumer decision making process.
  9. How is demand measured and what is its importance in marketing.
  10. Explain the various methods of sales forecasting.

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