

Faculty of Business Management
BBA II-Year, CBCS-III Semester Backlog Examinations –Sep/Oct, 2020
PAPER: BASICS OF MARKETING

Time: 2 Hours

Max Marks: 80

- I. Answer any FIVE of the following questions (5x16=80 Marks)
1. Explain the marketing concepts. Also differentiate between selling and marketing
 2. "Marketing Management is a total system of business activities designed to plan, promote and distribute want satisfying goods and services to present and potential consumers" – Amplify this statement and give the importance of marketing in a developing economy like India.
 3. Analyze the macro environment factors of marketing environment.
 4. What is marketing mix? Explain the elements of marketing mix.
 5. What are the bases of segmenting the consumer markets? Describe.
 6. Explain the process of Target Marketing.
 7. Explain different types of buyer behaviors.
 8. Describe the process of consumer decision making.
 9. Explain the major concepts in Demand Measurement.
 10. Explain the various methods of sales forecasting.
