

B. B. A. DEGREE END SEMESTER EXAMINATION – MARCH/APRIL 2018
SEMESTER – 2 : BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)
COURSE: 16U2CRBBA5 – : FUNDAMENTALS OF MARKETING

(Common for Regular 2017 / Supplementary - Improvement 2016 Admission)

Time: Three Hours

Max. Marks: 75

PART A

Answer **all** the questions from the following.

1. What is a market?
2. What is market segmentation?
3. What do you mean by Target Marketing?
4. What do you mean by product's position?
5. Define Brand
6. What is core product?

(1 x 6 = 6)

PART B

Answer **any seven** Questions. Each Question carries 2 Marks

7. What is Marketing Mix?
8. Explain the term Price.
9. Explain Skimming Pricing. Give one example.
10. Explain Penetration Pricing. Give one example.
11. Define Product Mix?
12. What do you mean by personal selling?
13. What do you mean by product line?
14. What do you mean by advertising?
15. Explain distribution.
16. Explain Zero –level channel.

(2 x 7 = 14)

PART C

Answer **any five** questions. Each question carries 5 Marks.

17. What are the features of marketing?
18. What are the benefits of market segmentation?
19. Briefly explain product positioning strategies.
20. What are the factors determining the product mix?
21. Explain the need for new products.
22. Explain the characteristics of services.
23. What are the factors influencing pricing decisions?
24. Explain the importance of Marketing.

(5 x 5 = 25)

PART D

Answer **any two** questions. Each question carries 15 Marks.

25. What do you mean by pricing? Explain different kinds of pricing.
26. What do you mean by Product Life Cycle and also explain stages in product life cycle?
27. Explain important basis for segmenting consumer market.
28. What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution. (15 x 2= 30)
