

BBA DEGREE END SEMESTER EXAMINATION MARCH 2017**SEMESTER – 2: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U2CRBBA5 –: FUNDAMENTALS OF MARKETING***(For Regular - 2016 admission)*

Time: Three Hours

Max. Marks: 75

PART AAnswer **all** the questions from the following.

1. Define market segmentation.
2. What do you mean by marketing mix?
3. What is Skimming Pricing?
4. What do you mean by holistic marketing?
5. Define the term Price.
6. What do you mean by Target Marketing? (1 x 6 = 6)

PART BAnswer **any seven** Questions. Each Question carries 2 Marks

7. Explain Penetration Pricing. Give one example.
8. What do you mean by personal selling?
9. What do you mean by advertising?
10. Explain the concept of brand equity.
11. Explain Odd pricing?
12. What are the characteristics of a good brand?
13. What do you mean by two level channel of distribution?
14. Explain Indirect Advertising
15. Explain distribution.
16. Explain monopoly pricing. (2 x 7 = 14)

PART CAnswer **any five** questions. Each question carries 5 Marks.

17. Explain the Importance of marketing?
18. Explain the need for new products.
19. What are the factors influencing pricing decisions?
20. Explain different kinds of pricing.
21. What are the factors determining the product mix?

- 22. What are the steps in positioning?
- 23. What are the objectives of sales promotion?
- 24. What are the benefits of market segmentation? (5 x 5 = 25)

PART D

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

- 25. What do you mean by Product Life Cycle and also explain stages in product life cycle?
- 26. Explain important basis for segmenting consumer market.
- 27. Explain the term Pricing .What are the factors Influencing Pricing Decisions?
- 28. What do you mean by Advertising? What are the advantages of advertising? (15 x 2 = 30)
