

**BACHELOR OF BUSINESS  
ADMINISTRATION  
(SERVICES MANAGEMENT)  
[BBA(SM)]  
Term-End Examination  
June, 2025**

**BSM-002 : BASICS OF MARKETING**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. (a) State whether the following statements are True or False : 5×1=5
  - (i) Marketing is a process which aims at profit-making.
  - (ii) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- (iii) Marketing means 'selling' or 'advertising'.
  - (iv) In the evolution of marketing the production period ended in 1920s.
  - (v) According to Philip Kotler marketing is both science and art.
- (b) Fill in the blanks : 5×1=5
- (i) Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of ..... .
  - (ii) 4P's of marketing mix includes Product, Price, Promotion and ..... .
  - (iii) ..... is a marketing concept which divides the complete market setup into smaller subjects comprising of consumers with a similar taste, demand and preference.

- (iv) ..... is the actions and decisions that people or households make when they choose, evaluate, buy, consume, and dispose of a product or service.
- (v) ..... marketing channel makes the products available to end users without intermediaries.

2. Briefly explain any *five* of the following in about **100** words each : 5×2=10

- (a) Marketing Mix
- (b) Target Marketing
- (c) Opinion Leaders
- (d) Consumer Behaviour
- (e) Product Positioning
- (f) Physical Distribution
- (g) Product Mix
- (h) Public Relations

3. Answer any **four** of the following questions in about **250** words each :  $4 \times 5 = 20$

- (a) Distinguish between Selling and Marketing.
- (b) What is demographic market segmentation ?
- (c) Analyse the various channels used for distribution of consumer products.
- (d) Societal-oriented marketing concept.
- (e) Explain the AIDA's concept.
- (f) Discuss the factors which influence consumer buying behaviour.

4. Answer any **one** of the following questions in about **500** words each :  $1 \times 10 = 10$

- (a) Examine the Integrated Marketing Communication (IMC) concept and explain the promotional tools of IMC.
- (b) Discuss the stages in the process of consumer buying decision-making.

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