

**S.D.E.**  
**B.B.A. (2006 Course) Sem- III : SUMMER - 2019**  
**SUBJECT : FUNDAMENTAL OF MARKETING**

Day : Saturday  
Date : 18/05/2019

**S-2019-4903**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 80

**N.B.**

- 1) Answer Any **FIVE** Questions from Section-I. Each question carries 10 marks.
- 2) Answer any **TWO** Questions from Section-II. Each question carries 15 marks
- 3) Answer to both the sections should be written in **SAME** Answer book.

**SECTION - I**

- Q.1** How promotion influences demand? What's the purpose of promotion? (10)
- Q.2** "Marketer can create needs". Do you agree? Explain with supportive reasons. (10)
- Q.3** "Globalization and Privatization has great impact on Indian market and economy." (10)  
Critically evaluate the statement.
- Q.4** Evaluate the importance of Marketing Research. (10)  
Is it gaining importance in India?
- Q.5** "Marketing management revolves around 4 P's of marketing"-Elaborate
- Q.6** What do you mean by advertising? Discuss the objectives of advertising?
- Q.7** Write Short Notes on any **TWO** of the following: (10)  
a) Marketing Positioning.  
b) Market Survey.  
c) Sampling.

**SECTION - II**

- Q.8** In a sense Marketing Management is management of customer Demand. (15)  
Explain
- Q.9** Discuss the Product Life Cycle(PLC). (15)  
What's the significance of PLC in the Marketing Mix.
- Q.10** "Marketing is a need satisfaction process" (15)  
Elaborate the statement with live examples.

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