

**S.D.E.**  
**B.B.A. (2006 COURSE) SEM- III : SUMMER - 2018**

**SUBJECT: FUNDAMENTALS OF MARKETING**

Day: **Tuesday**  
Date: **05/06/2018**

**S-2018-4299**

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

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**N.B.:**

- 1) Attempt any **FIVE** from Section-I. Each question carries **10** marks.
  - 2) Attempt any **TWO** from Section-II. Each question carries **15** marks.
  - 3) Answers to both the sections should be written in the **SEPARATE** answer books.
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**SECTION-I**

- Q.1** What do you understand by Marketing Environment? Discuss how Indian market environment is different from world market environment.
- Q.2** State the role and Responsibilities of marketing manager in a business firm.
- Q.3** Discuss the importance of Market research and explain different steps in market research process.
- Q.4** Discuss the different stages of product Life cycle with suitable diagram.
- Q.5** What is sales promotion? Discuss in detail different sales promotion methods.
- Q.6** State the interface of marketing department with other departments in organisation.
- Q.7** Write short notes on any **TWO** of the following:
- a) Bases for Market segmentation
  - b) Channels of Distribution
  - c) Types of Market
  - d) New product Development

**SECTION-II**

- Q.8** Suggest and justify your choice of media for the advertising campaigns for the following:
- a) Herbal cosmetics
  - b) Newly launched Management Institute
- Q.9** ABC Ltd. Competes with XYZ Ltd. In the luggage market. ABC Ltd. Is focused on promotion to dealers: giving them benefited schemes, discount etc. XYZ Ltd. Is focused on passing then benefits of promotion to the buyer the direct: slashed prices, 'buy one get one free' etc. Which of these two companies is likely to succeed in the long run?
- Q.10** Present a scheme for segmenting the market for the following product/ services
- a) Residential flats
  - b) Motor cycles

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