

S.D.E.

B.B.A. (2006 Course) Sem- III : WINTER - 2018

SUBJECT: FUNDAMENTALS OF MARKETING

Day : Tuesday
Date : 11/12/2018

W-2018-4456

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

N.B.

- 1) Attempt any **FIVE** questions from Section – I
 - 2) Attempt any **TWO** questions from Section – II.
 - 3) Figures to the right indicate **FULL** marks.
 - 4) Answers to both the sections should be written in the **SAME** answer book.
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SECTION – I

- Q.1** What is meant by new product development? Explain the stages involved in the new product development. (10)
- Q.2** “The product life cycle stages influence the marketing mix decisions”. Discuss with suitable examples. (10)
- Q.3** Write a detailed note on segmentation, targeting and positioning. (10)
- Q.4** What is meant by promotion mix? Discuss the importance of public relations in the current business scenario. (10)
- Q.5** Distinguish between Marketing and Selling. Give suitable examples. (10)
- Q.6** State and explain the role and functions of a Marketing Executive in the current scenario. (10)
- Q.7** Write short notes on any **TWO** of the following: (10)
- a) Pricing strategies
 - b) Benefits of advertising
 - c) Product positioning
 - d) Methods of data collection

SECTION – II

- Q.8** Shine Well laboratories designed a new detergent powder for the Indian Market. As an expert suggest suitable channels of distribution for this product. (15)
- Q.9** A leading airline company wants to improve its services by using the customers’ feedback. You are required to design a questionnaire for taking customer feedback. State your assumptions clearly if any. (15)
- Q.10** What is meant by segmentation, targeting and positioning (STP)? Critically examine the STP of VLCC in your city. (15)

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