

S.D.E.

B.B.A. (2006 COURSE) SEM- III : WINTER - 2017
SUBJECT: FUNDAMENTALS OF MARKETING

Day: **Tuesday**
Date: **26/12/2017**

W-2017-4108

Time: **10.00 AM TO 1.00 PM**
Max. Marks: 80

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 **SEPARATE** answer books.
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SECTION-I

- Q.1** 'Marketing today goes beyond satisfying a customer it delights the customer'. Discuss.
- Q.2** Discuss various stages in the life cycle of a product.
- Q.3** Explain the need of segmentation and basis of segmentation.
- Q.4** Explain various concepts of marketing.
- Q.5** Explain in details what is a marketing plan and its components.
- Q.6** Explain the objectives of Advertising and the objection to Advertising.
- Q.7** Write Short notes on Any **TWO** of the following:
- a) emarketing
 - b) SWOT analysis
 - c) Marketing environment in India

SECTION-II

- Q.8** Design a structured questionnaire for obtaining the feedback of customers about the services offered by your fast food retail outlet.
- Q.9** You are a manager of India's biggest retail chain and you realize that you have a large inventory of woolen clothing in stock. Your main task is to dispose off the stock as soon as possible. Design a promotion mix for the same.
- Q.10** As an expert of marketing you are to explore various options of pricing available to a company.

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