

**FACULTY OF MANAGEMENT**  
**BBA (CBCS) I - Semester Examination, December 2024**  
**Subject: Basics of Marketing**  
**Paper: DSC-102**

**Time: 3 Hours**

**Max. Marks: 80**

**PART - A**  
**(Short Answer Type)**

**Note: Answer any five questions.**

**(5 x 4 = 20 Marks)**

1. Marketing
2. Marketing Environment
3. Niche Market
4. The Innovators
5. Consumer Adoption
6. New product development
7. Product mix
8. Promotion

**PART - B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

9. (a) What is Marketing Management? Discuss about the Evolution and Marketing.  
(OR)  
(b) What are the Micro and Macro Factors Effecting Marketing Environment?
10. (a) Discuss in detail about Target Marketing.  
(OR)  
(b) What are the Levels of Market Segmentation? Discuss.
11. (a) Discuss the need and limitations for development of a New Product.  
(OR)  
(b) Explain about the reasons for failure of New Product.
12. (a) Explain the Product Life Cycle (PLC)?  
(OR)  
(b) What is pricing? Explain the different Pricing Strategies.
13. (a) Explain the concept of Promotion mix and factors influencing it.  
(OR)  
(b) Discuss about the Designing Marketing Channels and Channel Functions.

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