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| Name. _____ | | Printed Pages:01 | | |
| Student Admn. No.: _____ | | | | |
| School of Finance and Commerce Backlog Examination, June 2023 [Programme: BBA(FIA)] [Semester: II] [Batch:2021-24] | | | | |
| Course Title: Marketing Theory and Practices | | Max Marks: 100 | | |
| Course Code: F010202TB | | Time: 3 Hrs. | | |
| Instructions: | 1. All questions are compulsory. 2. Assume missing data suitably, if any. | | | |
| | | K Level | COs | Marks |
| SECTION-A (15 Marks) | | 5 Marks each | | |
| 1. | Distinguish between selling and marketing. | K1 | 1 | 5 |
| 2. | Explain how segmentation benefits the marketer. | K2 | 2 | 5 |
| 3. | How effective is social media as a tool for promotional activities? | K2 | 2 | 5 |
| SECTION-B (40 Marks) | | 10 Marks each | | |
| 4. | "The term market originates from the Latin word 'Marcatus' which means a place where business is conducted". In the light of the statement describe the term market and also discuss the types of market. | K3 | 2 | 10 |
| 5. | Discuss the factors that influence the buying behavior of the consumer in brief. | K3 | 3 | 10 |
| 6. | Explain the concept of International Marketing and discuss how to enter the international market in detail. | K3 | 3 | 10 |
| 7. | Elucidate the advantages and disadvantages of various advertising media in detail. OR Write a short on Sales Promotion and also discuss the major decisions in sales promotions. | K4 | 4 | 10 |
| SECTION-C (45 Marks) | | 15 Marks each | | |
| 8. | "They involve the marketing mix, which is a set of tools that a company uses to influence consumers into buying its product. "In the light of the above statement discuss the 4 P's of marketing mix in brief. | K4 | 4 | 15 |
| 9. | "The concept of product life cycle helps inform business decision-making, from pricing and promotion to expansion or cost-cutting. "In the light of the above statement discuss the concept of Product Life Cycle along with the diagram. | K5 | 4 | 15 |
| 10 | Elucidate the significance of rural marketing and how it is different from urban marketing? OR "Market segmentation is an effort to increase a company's precision marketing. "In the light of the above statement explain the market segmentation and discuss the levels of market segmentation | K5 | 5 | 15 |