

(2502FOM20)

THREE YEAR B.B.A. DEGREE (CBCS) EXAMINATIONS, JULY/AUGUST 2022.

Part 2 : BBA

SECOND SEMESTER

Paper II – FUNDAMENTALS OF MARKETING

(For Regular Batch 2021-2022)

(Regular / Supplementary)

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Time : 3 Hours

Max. Marks : 75

PART – A

Answer any FIVE of the following questions.

(Marks : 5 × 5 marks = 25 marks)

1. Marketing analytics.
2. Social Marketing concept.
3. Product life cycle
4. Product Hierarchy.
5. Price discounts and allowances.
6. Pricing Process.
7. Marketing Channels.
8. Channel Management decisions
9. Personal selling.
10. Public relation.

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PART – B

Answer any FIVE questions,
Each question carries equal marks.
(Marks : 5 × 10 marks = 50 marks)

UNIT – I

11. Define Marketing. Explain about selling and Marketing concept.
12. What are the basis for market segmentation for consumer and industrial market?

UNIT – II

13. What are the product mix decisions?
14. Define product. Explain product classification in detail.

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UNIT – III

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15. Describe pricing strategies in detail with examples.
16. Define pricing. Explain price discrimination.

UNIT – IV

17. Explain the importance of marketing channels.
18. Explain different types of channel conflicts.

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UNIT – V

19. What is sales promotion? Explain its objectives and tools.
20. Define Advertising. Explain the types of advertising.

