

Roll No.

Total Pages : 3

BCE/M-20

12253

FUNDAMENTALS OF MARKETING

Paper-BC-203

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions in all. Question No. 1 is compulsory. Attempt any *four* questions out of remaining eight questions.

1. Compulsory Question

Answer the following in short :

- | | |
|--------------------------------------------------|---|
| (a) Is marketing a science or an art ? Describe. | 4 |
| (b) Societal marketing concept. | 4 |
| (c) Qualities of a Marketing Manager. | 4 |
| (d) Personal determinants of buyer behaviour. | 4 |
| (e) Optimum Product Mix. | 4 |

2. What is Marketing ? Explain its importance. Differentiate between selling and marketing. (4+8+3=15)
3. What is Marketing Mix ? Comment on the forces governing the Marketing Mix in the Indian conditions. (3+12=15)
4. Why it is necessary to scan marketing environment ? Explain external forces of marketing environment. 15
5. What is market segmentation ? Discuss various bases for segmenting the market of a product. (3+12=15)
6. What is buyer behaviour ? What are the different determinants of buyer behaviour ? (3+12=15)

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7. What is brand ? What are the essentials of a good brand name ? Explain the importance of branding. (3+6+6=15)

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8. Explain the step by step process of developing a new product. 15
9. What are objectives of promotion ? Explain various methods of promotion. (5+10=15)

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