

BTS–103/BTTM–103

Introduction to Marketing

Bachelor of Tourism and Travel Management
(BTS-12/BTTM-16)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B, C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What is marketing management ? Describe the functions of marketing organization of a business firm.
2. What are bases for market segmentation ? Describe people-oriented approaches in segmentation.
3. Explain the stages in the product life cycle. What is significance of product life cycle in marketing mix and in product planning and development ?

4. What is personal selling ? Describe the different types of salesman and explain their role in the channels of distribution.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only. Answers of these questions must be restricted to two hundred fifty (250) words approximately.

Briefly discuss any *four* (04) of the following :

1. Evaluation and Nature of Marketing.
2. Relative importance of all environmental forces affecting the marketing system of a Firm.
3. Techniques used in Sales Forecasting.
4. Role of warranty in Marketing of Products.
5. Methods of measuring the effectiveness of Sales Promotion.
6. Role of Sales Territories and Sales Controls.
7. Write short notes on the following :
 - (a) Market research
 - (b) Skimming price policy
8. Functions and Services of wholesaler.

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

Fill in the blanks with appropriate words or phrases :

1. The buying process starts when the buyer recognizes a

2. In marketing theory, every contribution from the supply chain adds to the product.
3. A firm identifies the target market, needs and wants of customer through
4. The traditional view of marketing is that the firm makes something and then it.
5. is called printed salesmanship.
6. The marketing outcome of a product is known as
7. In stage, a product is well established in the market.
8. Setting a price below that of the competition is called
9. The process of direct communication between the sales person and a prospect is called
10. segmentation classifies consumers on the basis of age, sex, income, and occupation.

