

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, APRIL/MAY 2025

BBA, SEMESTER-II

FUNDAMENTALS OF MARKETING

(w.e.f. 2024-25 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION – A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5 X 4 =20 M

1. What is mean by Marketing.
2. Write a short note on Marketing Process.
3. Explain the benefits of Market Segmentation.
4. Positioning.
5. Basic product.
6. What is mean by Product Pricing.
7. Channels of distribution.
8. Personal Selling.
9. Importance of green marketing.
10. Virtual marketing.

SECTION – B

II. Answer **ONE questions** from each unit. Each question carries **10 Marks**.

5 X 10 =50 M

11. Discuss about the role of a Marketing Manager in the current scenario.

or

12. Briefly explain about the macro environment of marketing.

13. What is market segmentation? Explain the consumer market segmentation and industrial market segmentation.

or

14. Define market targeting and describe the different targeting patterns.

15. What is the product life cycle? Explain its stages in detail.

or

16. What is pricing? Explain different pricing strategies in detail.

17. What is Distribution? Explain advertising publicity, public relations in Distribution.

or

18. What is the promotional mix? Describe the key elements of the promotional mix.

19. Discuss about the uses of Information Technology in marketing practices.

or

20. Define the term digital marketing and explain its significance.

