

Roll No.

BTS–103/BTTM–103

Introduction to Marketing

Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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. “Marketing is the delivery of standard of living.” Explain. Describe the relevance and importance of marketing management in a developing country.
2. What are the purposes of sales forecasting ? Explain the role of sales forecasting in marketing planning.
3. Is branding socially desirable ? Explain its importance to various sections of the society connected with branding.
4. What is marketing plan ? Explain the steps involved in planning of marketing programme in a company.

(B-93) P. T. O.

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.

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

1. Holistic Marketing.
2. Major components of Marketing Environment.
3. Bases of Departmentalization of Marketing Environment.
4. Objectives and benefits of Market Segmentation.
5. Reasons Compel a Manufacturer for its Product Diversification.
6. Price and Non-Price Competition.
7. Opportunities and threats before the Organized Indian Retail Sector.
8. Various methods used to measure Advertising Effectiveness.

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. is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

2. The buying process starts when the buyer recognizes a
3. The refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.
4. The promotion “P” of marketing is also known as
5. In marketing theory, every contribution from the supply chain adds to the product.

Which of the following statements are True/False?

6. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called a service.
7. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.
8. Market-skimming pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
9. If performance meets consumer expectations, the consumer is surprised.
10. Ensuring the availability of the products and services as and when required by the customers is place utility.