

1. Describe the evolution of marketing concepts. "Customer is the king". Explain this statement with reference to the modern concepts of marketing.
2. What is meant by the terms "marketing research" and "marketing information system"? Describe the managerial decision areas covered by marketing research.
3. Sales promotion is a link between advertising and personal selling. Explain. How does a marketer determine the timing, frequency and duration of sales promotion ?

### **Section B**

#### **(Short-Answer-Type Questions)**

Note - Section 'B' contains Six (06) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. Answers of these questions must be restricted to two hundred fifty (250) words approximately.

(4 x 5 = 20)

1. Distinguish Between Selling and Marketing.
2. Factors Affecting Marketing - Mix.
3. Ingredients of the Basic Model of Buyer Behaviour.
4. Significance of Product Life Cycle in the Marketing-mix and in Product Planning and Development.
5. Role and Utility of Merchant Wholesaler and Agent Wholesaler in Marketing and Distribution.
6. Public Relations Opportunities for Hospitality Industry.

**BTS-103/BTTM-103**

**Introduction to Marketing**

**Bachelor of Tourism &**

**Travel Management**

**(BTS-12/BTTM-16/17)**

**1st Semester, Examination - 2019**

**Time : 3 Hours**

**Max. Marks : 40**

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Note - This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**(Section A)**

**(Long-Answer-Type Questions)**

Note - Section 'A' contains Three (03) long-answer-type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)