

Total Pages : 3

Roll No. -----

BTS-103/BTTM-103

Introduction to Marketing

Bachelor of Tourism and Travel Management

(BTS-12/BTTM-16/17)

1st Semester Examination June 2022

Time: 2 Hours

Max. Marks: 40

Note : This paper is of Forty (40) marks divided into two (02) Sections A and B. 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 Five (05) long-answer-type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

[2 x 10 = 20]

Q.1. Define Marketing. Explain marketing functions and how are they useful in the process of marketing?

P.T.O.

- Q.2. What are the bases for market segmentation? A firm can adopt two types of strategies i.e., product differentiation and market segmentation to explore the market. Explain.
- Q.3. Define advertising. What are the objectives of advertising and how will you assess the effectiveness of advertisement?
- Q.4. What are the different 'Ps' of marketing?
- Q.5. What are the strategies to develop new product?

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. Answer of these questions must be restricted to two hundred fifty (250) words approximately.

[4 x 5 = 20]

Briefly discuss any four of the following.

1. Difference between Traditional and Modern Concepts of Marketing.

P.T.O.

2. Applications of Customer Relationship Management in Sales and Marketing
3. Conditions Essential for Successful Market Segmentation.
4. Strategies Followed by Companies in Managing Product Lines.
5. Steps Involved in price determination.
6. Role of Branding and Packaging in the marketing of products.
7. What is the Product Life Cycle? Also discuss its different stages.
8. What is distribution channel? Why is it mandatory to follow a distribution channel to deliver a product?
