

Roll No. ....

## **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 : 35**

**Note :** This paper is of **thirty five (35)** 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 seven and half ( $7\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Define marketing management and discuss the nature of marketing.
2. Discuss the various factors that affect the buying behavior of the consumers.
3. What do you understand by Brand ? Explain the advantages of Brands.
4. Define communication. Elaborate upon the barriers in effective communication citing relevant examples.

**Section-B****(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of two and half ( $2\frac{1}{2}$ ) marks each. Learners are required to answer *six* (06) questions only.

1. Write a short note on the elements of marketing mix.
2. Differentiate between product and service marketing.
3. Explain the term 'cyber marketing'.
4. What do you understand by demand forecasting ? Discuss in brief.
5. Write a brief note on the concept of product life cycle (PLC).
6. Define channels of distribution. Explain the importance of channels of distribution.
7. List *seven* essential elements of marketing.
8. What do you mean by Advertising and Sales promotion ?

**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.

Choose the correct option :

1. Perishability and intangibility are unique feature of :
  - (a) Product
  - (b) Service
  - (c) Marketing
  - (d) Both (a) and (b)

2. User interfaces, application software, databases and ..... are the components of marketing information system.
  - (a) Strategy development
  - (b) Logistics
  - (c) Systems support
  - (d) Finance
3. Tourist profiling is done on four factors namely demographic, psychographic, behavioural and ..... .
  - (a) Social
  - (b) National
  - (c) Patriotic
  - (d) Geographical
4. A small model/miniature of the given concept is called ..... .
  - (a) Package
  - (b) Product
  - (c) Prototype
  - (d) Business
5. MRO products mean :
  - (a) Maintenance, repair and operating
  - (b) Management, research and operations
  - (c) Marginal, research and options
  - (d) None of the above
6. Formulation of ..... is the first step in designing a channel system.
  - (a) Complete control

- (b) Channel objectives
  - (c) Marketing policies
  - (d) Cost
7. Communication done by word of mouth and a piece of writing is called ..... .
- (a) Written communication
  - (b) Verbal communication
  - (c) Non-Verbal communication
  - (d) Oral communication
8. An act of dividing unit into subunit according to the homogeneity is called ..... .
- (a) Elimination
  - (b) Persuasion
  - (c) Segmentation
  - (d) Homogeneous factoring
9. Who among the following is not a part of the distribution channel ?
- (a) Whole seller
  - (b) Retailer
  - (c) Shipper
  - (d) Packaging firm
10. WTO stands for ..... .
- (a) World Trade Organisation
  - (b) World Travel Organisation
  - (c) World Tourism Organisation
  - (d) World Tour Organisation