

**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. “Marketers can create needs.” Do you agree ? What is the role of marketing in business scenario ?
2. What is meant by consumer behaviour ? How does the study of economic theory help in understanding the consumer behaviour ?
3. Define product planning and development. Describe the stages in product planning process.
4. Explain promotion and what are the basic purposes of promotion ? How does promotion influence demand ?

**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. Answer of these questions must be restricted to two hundred fifty (250) words approximately.

1. Various Approaches of Studying Marketing.
2. Controllable and Uncontrollable Variables in the Marketing Environment.
3. Steps in the Sales Forecasting Process.
4. Role of Branding and Packaging in the Marketing of Products.
5. Qualities of a Successful Salesman.
6. Role Played by Advertising in India.
7. Write short notes on the following :
  - (a) Marketing Research Process
  - (b) Penetration Pricing
8. Changing Patterns in Retail Trade in all Over the World.

**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 last stage of the consumer decision process.

2. Marketing is a process which aims at ..... .
3. Ensuring the availability of the products and services as and when required by the customers is ..... utility.
4. The task of any business is to deliver ..... at a profit.
5. .... is a process of identifying the areas of market that are different from one another.
6. .... helps to understand how consumers are influenced by their environment.
7. The legalized version of a brand is known as ..... .
8. Logistics means ..... .
9. Modern marketing begins and ends with the ..... .
10. Television is a type of ..... media.

