

Total no of Pages:

Register Number:

5678

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, 2011

(GLOBAL)

(FIRST YEAR)

(PART-III: PAPER-III)

150. FUNDAMENTALS OF MARKETING

Dec.)

(Time: 3 Hours

Maximum: 100 Marks

SECTION-A

(10×2=20)

Answer any TEN questions  
All questions carry equal marks

1. What is Market?
2. Who is buyer?
3. What do you mean by positioning?
4. What is market mix?
5. Define the Term Brand.
6. What do you understand by price?
7. How do you explain sales?
8. What is sales force
9. Define the term marketing research.
10. What is meant by sampling?
11. Who is Global customer?
12. IPR-stands for what?

SECTION-B

(4×10=40)

Answer any FOUR questions  
All questions carry equal marks

13. Distinguish marketing concept from selling concept

14. Explain about marketing environment.
15. Briefly explain about brand management.
16. Discuss the steps involved in sales management process.
17. Comment on the scope and importance of marketing management
18. Discuss the role of WTO in International marketing.

SECTION-C

(2×20=40)

Answer any TWO questions  
All questions carry equal marks

19. Discuss in detail about buyer and buying process
20. Critically examine the strategies and process of new product development
21. Explain the selection and Training process of a sales person.
22. Enumerate the evolution of WTO

jkpHhf;fk;gFjp- m

vitnnaDk; gj;J tpdhf;fSf;F tpil jUf

(10×2=20)

midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

1. re;ij vd;why; vd;d?
2. Efh;nthh; vd;gth; ahh;?
3. epiyg;gLj;Jjy; vd;why; vd;d?
4. re;ijapLjypd; fyit vd;why; vd;d?
5. tif-,yf;fzk; jUf
6. tpiy vd;why; vd;d?
7. tpw;gid-tpsf;Ff

8. tpw;gid ce;jp vd;why; vd;d?

9. re;ij Muha;r,rp ,yf;fzk; jUf

10. khjphp vd;why; vd;d?

11. cyfyhtpa Efh;nthh; vd;gth; ahh;?

12. IPR-tphpthf;fk; vGJf

gFjp- M

(4×10=40)

vitnaDk; ehd;F tpdhf;fSf;F tpilasp  
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

13. re;ijapLjy; fUj;Jf;fisa[k;/ tpw;gid fUj;Jf;fisa[k; ntWgLj;Jf

14. tifg;ghl;L nkyhz;ikapid RUf;fkhf tpthp

15. re;ijapLjy;pd; NHy;fis tpsf;Ff

16. tpw;gid nkyhz;ik Kiwikapid tpsf;Ff

17. re;ij nkyhz;ikapd; neh;fk;/ kw;Wk; Kf;fpaj;Jtk; gw;wp vGJf

18. cyfyhtpa re;ijapLjy;pd; cyf th;j;jf ikaj;jpd; g';fpid tpthpf;ft[k;

gFjp-

(2×20=40)

vitnaDk; ,uz;L tpdhf;fSf;F tpilasp  
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

19. Efh;nthh; kw;Wk; Efh;t[ Kiwik gw;wp tphpthf tpsf;Ff

20. a[f;jp Kiwikapid; g[jpa bghUs; Kd;ndw;wj;ij gw;wp tpsf;Ff

21. tpw;gidahsh; njh;t[ Kiw kw;Wk; gapw;rp Kiwikapid tphpthf vGJf

22. WTO-d; njhw;wk; kw;Wk; tsh;r;rp Fwpj;J vGJf

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