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# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

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## BTTM First Semester Assignment

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**Programme Code:** BTTM 17 **Session:** 2017-18 (Winter & Summer)

**Last Date of Submission:**

**Summer Session:** 31 Oct. 2017

**Winter Session:** 30 April 2018

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**Course Title:** Introduction to Marketing

**Code:** BTTM 103

**Year:** 2017-18

**Maximum Marks:** 10

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**Section 'A' contains 08 short answer type questions of 1.5 marks each. Learners are required to answer any 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Briefly discuss the following:**

1. Define Market.
2. What do understand by branding? Also discuss the advantages of branding.
3. What is Product Mix?
4. What is Service Marketing?
5. What is Forecasting? Discuss its significance.
6. Differentiate between Marketing and Selling.
7. What is market segmentation?
8. Differentiate between Advertising and Marketing.

**Section 'B' contains 4 long answer-type questions of 02 marks each.**

**Learners are required to answer any 02 questions only.**

1. Write a detailed note on Product Life Cycle.
2. Write an essay on Marketing Management Philosophies.
3. Throw a light on different Ps of Marketing.
4. Define Marketing. Also discuss the Economic significance of Marketing.