



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**BTS FIRST SEMESTER ASSIGNMENT**

*Programme Code: BTS12*

*Session: 2013-14 (Summer)*

*Last Date of Submission: 15 JANUARY 2014*

*(जमा करने की अन्तिम तिथि: 15 जनवरी 2014)*

**Course Title: INTRODUCTION TO MARKETING**

**Code: BTS103**

**Year: 2013-14**

**Maximum Marks: 20**

**Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Briefly discuss the following:**

1. What do you mean by marketing?
2. Mention the characteristics of service marketing.
3. Define the importance of market segmentation.
4. What is Demand Forecasting?
5. What is positioning? Define its salient features?
6. Explain the meaning of 'Sales Promotion'.
7. Briefly explain the importance of channels of distribution.
8. Define Product Mix. What Are the factors influencing Product Mix?

**Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.**

1. What do you understand by marketing mix? Discuss the elements of marketing mix in detail.
2. What do you understand by market research? Discuss the research process in detail.
3. Apply the concept of PLC on a destination of your choice and critically analyse its marketing strategies.
4. Define Communication. Also discuss the types of Communication. What are the barriers in effective communication?