

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)****उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)****BTS FIRST SEMESTER ASSIGNMENT****Programme Code: BTS12*****Last Date of Submission: 15 JANUARY 2016*****(जमा करने की अन्तिम तिथि: 15 जनवरी 2016)****Course Title: INTRODUCTION TO MARKETING****Code: BTS103****Year: 2015-16 (summer)****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? Describe the feature of marketing.
2. What are the differentiation between product and service marketing?
3. What do you understand by market research?
4. Define channels of distribution. Also explain the importance of channels of distribution.
5. Explain different types of life cycles with their examples.
6. Differentiate between Packing and Packaging? Discuss the functions of Packaging.
7. Explain the meaning of 'Sales Promotion'. Why is Sales Promotion necessary?
8. Describe the role of public relations opportunities for hospitality industry.

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

1. What do you mean by marketing? Also describe in detail the importance of marketing.
2. Define the importance of market segmentation. What are the challenges for market segmentation of tourist markets in India?
3. What do you understand by product? Explain in detail the different types of products?
4. What do you mean by Advertising? Discuss the Advertising strategies.