



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BTS FIRST SEMESTER ASSIGNMENT

Programme Code: BTS12

Last Date of Submission: 15 JANUARY 2015

(जमा करने की अन्तिम तिथि: 15 जनवरी 2015)

Course Title: INTRODUCTION TO MARKETING

Code: BTS103

Year: 2014-15 (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 understand by marketing mix?
2. What do you understand by market research?
3. Define the importance of market segmentation.
4. What are the various factors that affect the buying behaviour of consumers?
5. What are the different reasons for the failure of a product?
6. Explain briefly the objectives of sales promotion.
7. Define Communication. What are the barriers in effective communication?
8. What do you mean by Branding? Define the main advantages of Branding.

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. What are the differentiation between product and service marketing? Also discuss the characteristics of service marketing in detail.
3. Explain the objectives of public relations. What are the functions and elements of public relations?
4. Define channels of distribution. Also explain the importance of channels of distribution.