



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

II SEMESTER - I MID EXAMINATIONS

Time : 2 Hours

Date: 07-03-2025

I - BBA MINOR FUNDAMENTALS OF MARKETING

Max. Marks : 60M

SECTION-A

I. Answer any FIVE Questions.

5 X 4 = 20 M

1. Define niche marketing?
2. List out the elements of Marketing Mix.
3. What is service?
4. What is consumer behavior?
5. What is marketing?
6. Define a product.
7. What is macro environment? Point out its any two forces that affect marketing operations.
8. What is micro environment? Point out its any two forces that affect marketing operations.

SECTION - B

II. Answer ALL Questions.

4X10=40 M

9. a. Discuss the evolution of marketing.
(OR)
b. Briefly discuss the different core concepts of marketing.
10. a. Distinguish between marketing and selling?
(OR)
b. Explain the role of a marketing manager in the current scenario?
11. a. Write short notes on: (a) Targeting (b) Positioning (c) Segmentation.
(OR)
b. Discuss the bases of segmenting consumer markets?
12. a. Briefly discuss about marketing process.
(OR)
b. Discuss the bases of segmenting Industrial markets?