

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
SRI SRI UNIVERSITY, CUTTACK**

BACHELOR OF BUSINESS ADMINISTRATION

TUTOR MARKED ASSIGNMENT

Course Code: BBC 204

Academic Year: 2025-26

Course Name: Marketing – I

Session: February 2025

Semester: 2nd

Total Marks: 100

A. Answer any eight questions (essay type). Answer in about 350-500 words each.

(10 X 8 = 80)

1. Explain the concept of marketing. How has marketing evolved from traditional selling to the modern customer-centric approach?
2. What is the Marketing Concept? Discuss its features with relevant examples.
3. Differentiate between **Marketing** and **Selling**. Explain with examples why marketing is considered broader than selling.
4. Define Marketing Management. Discuss its nature and importance in today's competitive business environment.
5. Explain the consumer buying decision process. Describe each stage with example
6. Explain the **Product Life Cycle (PLC)**. Discuss the strategies used by marketers at each stage.
7. What is a **Product**? Explain the different product levels with suitable examples.
8. Define **Marketing Mix**. Explain the importance of the 4Ps in marketing strategy formulation.
9. Explain the components of the **promotional mix**—advertising, personal selling, sales promotion, public relations, and direct marketing.
10. Define personal selling. Explain the steps in the personal selling process

B. Write short notes on any four. Answer in about 150-200 words each.

(5 X 4 = 20)

1. Societal Marketing Concept.
2. Packaging and Labelling.
3. Consumer Decision making.
4. Retailing vs Wholesaling.
5. Product Design and Branding.
6. Physical Distribution.