

2021
(December)

B.B.A. 3rd Semester

(Principles of Marketing)

Full Marks: 80

The figures in the margin indicate full marks for the questions

F.M = 80

I. Each question carries 5 marks. Answer any 8 from the following: 8x5= 40

1. Define Marketing and discuss its significance in the Modern World.
2. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
3. What is marketing environment? Explain internal and external environment.
4. Define pricing. Discuss the various methods of pricing.
5. Explain in brief the Five stages in the Buying Decision process.
6. 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.
7. Describe the Marketing Mix for Service Industries.
8. Explain the objectives of Pricing Policy of a business firm.
9. Write a note on BCG Matrix.
10. Differentiate between marketing and selling.
11. Explain the concept of PLC with the help of suitable diagram.
12. What are the various factors to be considered in choosing channel of distribution? Explain.

II. Each question carries 10 mark each. Answer any 4 from the following: 4x10= 40

13. Discuss the marketing philosophies that have evolved the years.
14. “Marketing is consumer driven”. Examine this statement and discuss the nature and scope of marketing.
15. Define positioning. What are the steps involved in positioning? Explain the bases for positioning.
16. What is branding? Explain the significance of branding to manufacturers, resellers and consumers.
17. What do you mean by New Product Development? What are the various categories of new product? Explain the various stages involved in new product development/
18. What do you understand by promotion mix? Suggest suitable promotion mix for a FMCG company planning to launch a fairness cream.

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