

**B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019**

**SUBJECT: PRINCIPLES OF MARKETING**

Day: **Saturday**  
Date: **20/04/2019**

**S-2019-1955**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 100

**N.B.:**

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.

**SECTION - I**

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain in detail development of marketing since its evolution till modern marketing era.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What is Market Segmentation? Explain its benefits and bases with suitable examples.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is Market Research? Explain in detail its importance in marketing decision making process.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

What are the various environmental factors influencing marketing decisions? Explain why it is necessary to monitor the external environment?

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) "Price is the only element in the marketing mix that produces revenue" Discuss.
- b) Describe in detail the concept and elements of promotion mix.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Difference between Marketing and Selling
- b) Segmenting strategies for Industrial goods
- c) Market Survey techniques
- d) Marketing Mix for Consumer Market
- e) Stages of Product Life Cycle
- f) Retail Functions

**SECTION - II**

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) When product performance exceeds customer expectations, the customer is delighted. Explain in the context of the Indian Market.
- b) Discuss major market segmentation variables for the toothpaste market, highlighting benefit segments.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Conducting a market research is a waste of money and time. Do you agree? Justify your views.
- b) A marketing manager has to take note of external environment and identify business opportunity.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Briefly describe stages and strategies of the Product Life Cycle by taking an example each from consumer products and industrial products.
- b) Suggest a suitable distribution channel system for a company marketing sarees in Indian metro cities.

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