

**B.B.A. SEM – III (2015 CBCS COURSE) : SUMMER - 2018**

**SUBJECT: PRINCIPLES OF MARKETING**

Day: **Monday**  
Date: **30/04/2018**

**S-2018-1601**

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

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**N.B:**

- 1) Attempt **ANY FOUR** questions from **SECTION – I** each question carries 15 marks.
  - 2) Attempt **ANY TWO** questions from **SECTION – II** each question carries 20 marks.
  - 3) Answer to both the sections should be written in **SEPARATE** answer books.
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**SECTION – I**

- Q.1** Define Marketing. Explain the evolution of the concept of marketing? (15)
- Q.2** Why Segmentation, Targeting and Positioning are important in marketing? (15)
- Q.3** Formulate marketing mix of any product of your choice? (15)
- Q.4** What is marketing research? Explain how marketing research can help to make better marketing decisions. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Various Pricing techniques.
  - b) Entry Strategies adopted by MNC's in emerging markets.
  - c) Online Marketing Concept.
  - d) Product Mix Strategies

**SECTION - II**

- Q.6** Design channels of distribution for the following Justify your selection of the distribution channels (20)
- a) Readymade Garments.
  - b) Cosmetics.
- Q.7** A Kirana shop in your city is running in loss in spite of its earlier reputation. The owner of the shop wants to make a turn-around. As a marketing consultant, suggest a new marketing plan to the owner to make a turnaround. (20)
- Q.8** Structure a questionnaire to get customer satisfaction feedback of a Pizza-Hut so as to improve its services further and make customers of the Pizza – Hut delighted. State your assumptions. (20)

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