

B.B.A. (2010 COURSE) SEM- III : SUMMER - 2018

SUBJECT : PRINCIPLES OF MARKETING

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

S-2018-1653

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 70

N. B. :

- 1) **Q. No. 1 is COMPULSORY.**
 - 2) Attempt **ANY FOUR** questions from **Q. No. 2 to Q. No. 7.**
 - 3) Each question carries **FOURTEEN** marks.
-

- Q. 1 a)** What is Market Segmentation? Explain its bases. **(07)**
- b)** Describe strategies for segmenting consumer goods and Industrial goods. **(07)**
- Q. 2** What is Marketing Research? Explain the role of Marketing research in business planning. **(14)**
- Q. 3** What is Marketing Plan? Explain in detail its components with suitable example. **(14)**
- Q. 4** What is Marketing Environment? Explain its impact on Marketing activities. **(14)**
- Q. 5** What is Product Life Cycle? Explain in detail various stages of PLC. **(14)**
- Q. 6** What is Pricing? Explain in detail the determinants of Pricing. **(14)**
- Q. 7** Write short notes on **ANY TWO** of the following: **(14)**
- a)** Market Survey Techniques
 - b)** Advertising and Publicity
 - c)** Physical Distribution
 - d)** Consumer Delight

* * * * *