

**B.B.A. (2010 COURSE) SEM- III : WINTER - 2017**  
**SUBJECT : PRINCIPLES OF MARKETING**

Day : Monday  
Date : 13/11/2017

Time 02.00 PM TO 05.00 PM  
Max. Marks : 70

**W-2017-1561**

**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.

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- Q. 1 a)** Define and distinguish between Marketing and Selling. (07)
- b)** Define and distinguish between consumer satisfaction and consumer delight. (07)
- Q. 2** What is Market Segmentation? Explain in detail bases of segmentation. (14)
- Q. 3** What is Market Research? Explain in details its importance in Marketing decision making process. (14)
- Q. 4** What is 'Marketing Mix'? Explain in detail the components of Marketing mix with a suitable example. (14)
- Q. 5** What is Product Mix? Explain the product mix strategies. (14)
- Q. 6** What is Pricing? Describe in detail the determinants of Pricing. (14)
- Q. 7** Write short notes on **ANY TWO** of the following: (14)
- a) e-marketing
  - b) Channels of Distribution
  - c) Marketing Plan
  - d) SWOT Analysis

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