

B.B.A. SEM – III (2015 CBCS COURSE) : WINTER - 2017
SUBJECT: PRINCIPLES OF MARKETING

Day: Monday
Date: 13/11/2017

W-2017-1525

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

N.B:

- 1) Solve **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer book.
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SECTION-I

- Q.1** Explain, giving examples the basic concepts of marketing and sales. **(15)**
- Q.2** Distinguish between consumer goods and Industrial goods. Give examples. **(15)**
- Q.3** What is SWOT Analysis? How it is useful to an entrepreneur to undertake a business? **(15)**
- Q.4** Write a note on Marketing-mix explaining its components. **(15)**
- Q.5** Write short notes on **ANY TWO** of the following: **(15)**
- a) Product Life Cycle
 - b) Marketing Research Process
 - c) Product Mix strategies of Indian firms Vs MNCs operating in Indian

SECTION-II

- Q.6** Prepare a Marketing Plan for newly developed Four wheeler that runs on electric battery. **(20)**
- Q.7** Organization today face many challenges as a result of factors in their external and internal environment. Explain any 3 challenges that were faced by the company of your choice. **(20)**
- Q.8** How do Advertising, sales promotion and Public relation help in expanding business? Discuss giving examples. **(20)**

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