

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-III : WINTER :- 2021
SUBJECT: PRINCIPLES OF MARKETING

Day : Tuesday
Date 15-02-2022

W-18926-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.:

- 1) Attempt **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 on **SAME** answer book.
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SECTION-I

- Q.1** Write an illustrative note on Marketing Research. (10)
- Q.2** What are the different factors that influences the selection of distribution channels? Discuss. (10)
- Q.3** What is meant by Sales Promotion? Explain the objectives of sales promotion by giving suitable examples. (10)
- Q.4** What are the different pricing strategies a marketer can use to achieve certain objectives of the company? Explain by citing appropriate examples. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Role of Marketing Manager in the current scenario
 - b) Benefits of market segmentation
 - c) Virtual marketing
 - d) Advertising

SECTION-II

- Q.6** Critically analyze the segmentation, targeting and positioning of Maruti Suzuki cars. (15)
- Q.7** How do the stages of PLC influence the marketing mix decisions of an organization? Explain by citing suitable examples. (15)
- Q.8** A leading public sector airline service provider is incurring losses due to its deficient services and unprofessional approach towards delivering the services. Design a questionnaire for the said service provider so as to take customers' feedback. State your assumptions clearly if any. (15)

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