

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - III : WINTER :- 2021
SUBJECT: PRINCIPLES OF MARKETING

Day : Tuesday
Date 15-02-2022

W-21921-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.

- 1) Answer **ANY THREE** questions from Section – I and **ANY TWO** questions from Section - II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer book.
-

SECTION – I

- Q.1** Discuss in detail role of Marketing Manager. Differentiate between marketing and selling. (12)
- Q.2** Define market segmentation. State the bases for segmenting consumer market. (12)
- Q.3** What is marketing research? Explain various steps in marketing research process. (12)
- Q.4** Discuss various elements of promotion mix along with their importance. (12)
- Q.5** Write short notes on **ANY TWO** of the following. (12)
- a) Green marketing
 - b) Product positioning concept
 - c) Channel conflict
 - d) Pricing Strategies

SECTION – II

- Q.6** What is marketing environment? Explain impact of internal and external marketing environment on business in current market scenario. (12)
- Q.7** Explain various stages of product life cycle. Suggest appropriate marketing strategy for each stage with example. (12)
- Q.8** Design a questionnaire for a bank who wants to take customer feedback so as to improve their services to retain customers. (12)

* * * * *