

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

---

**Day :** Wednesday  
**Date :** 12-01-2022

**W-18825-2021**

**Time :** 10:00 AM-01:00 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** Define market segmentation? Explain benefits of market segmentation in brief. (12)
- Q.2** Explain various steps in marketing research process. (12)
- Q.3** What is marketing mix? Discuss in detail seven P's of marketing mix. (12)
- Q.4** What do you mean by Green Marketing? State in detail importance of green marketing in current competitive market situation. (12)
- Q.5** Write short notes on **ANY TWO** of the following. (12)
- a) Digital marketing
  - b) Channels of Distribution
  - c) Price Skimming and Penetration
  - d) Market Targeting

**SECTION – II**

- Q.6** Suggest suitable marketing strategies for a hotel situated at a tourist destination which experience uneven demand for its services. (12)
- Q.7** 'Money spent on advertisement is wasteful.' Do you agree? Give reasons. (12)
- Q.8** Design a questionnaire for a Vegetarian and Non vegetarian restaurant to take a feedback from consumer to improve their products and services. (12)

\* \* \* \* \*