

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**

**B.B.A. Sem-III : : SUMMER - 2022**

**SUBJECT : PRINCIPLES OF MARKETING**

Day : Thursday  
Date : 26-05-2022

**S-18825-2022**

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

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**N.B.:**

- 1) Attempt any **THREE** 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 **SAME** answer book.
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**SECTION-I**

- Q.1** Differentiate between Marketing and Selling. (12)
- Q.2** What are the different bases for segmenting consumer Market? (12)
- Q.3** Discuss different methods of data collection for marketing research. (12)
- Q.4** What are the various stages involved in the Product Life Cycle? (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Public relation
  - b) Green Marketing
  - c) Wholesalers and Retailers

**SECTION-II**

- Q.6** Discuss factors influencing in selection of distribution channel. (12)
- Q.7** ‘Packaging is silent Salesman’. Comment. (12)
- Q.8** ‘Marketing helps in generating employment opportunities’. Discuss various opportunities in marketing department. (12)

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