

**ADDITIONAL EXAM FOR SPORT STUDENTS  
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)  
B.B.A. Sem-III : WINTER- 2022  
SUBJECT : PRINCIPLES OF MARKETING**

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 11/1/2023

**W-18825-2022**

Max. Marks : 60

**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.

**SECTION-I**

- Q.1** Define Marketing. Discuss the evolution of Marketing. (12)
- Q.2** Discuss in detail factors influencing selection of distribution channel. (12)
- Q.3** What do you mean by Digital Marketing? State in detail importance of digital marketing. (12)
- Q.4** What is marketing research? Explain in detail its importance in marketing decision making process. (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Green Marketing
  - b) Publicity
  - c) Market Targeting

**SECTION-II**

- Q.6** Suggest suitable distribution channel for following products and give suitable reasons for your answers. (12)
- i) Newspapers                      ii) Cement                      iii) Furniture
- Q.7** What is Marketing Segmentation? Explain in detail benefits of market segmentation. Give suitable example. (12)
- Q.8** Keeping recent changes and trends in mind, Suggest sales promotion strategies for following products: (12)
- i) Mobile                      ii) Shoes                      iii) Readymade cloths

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