

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 : 30-11-2022

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. Describe the evolution of marketing. (12)
- Q.2** What do you mean by Market Segmentation? Discuss benefits of Market segmentation in detail. (12)
- Q.3** Discuss in detail marketing research process. (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) Digital Marketing
 - b) Green Marketing
 - c) Use of IT in marketing practices

SECTION-II

- Q.6** Discuss various internal and external factors influencing the marketing environment. (12)
- Q.7** What are the different pricing strategies? Give suitable examples. (12)
- Q.8** Keeping recent changes and trends in market, what are the citizen and public actions initiated to regulate marketing? How successful they are? (12)

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