

B.B.A. Semester - 3 (CBCS) Examination**Oct/Nov. -2018****PRINCIPLES OF MARKETING (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 What is Marketing? Write about the evolution of different concepts of marketing. (14)

OR

Que-1 Write in brief about different elements of marketing mix.

Que-2 What do you understand by the concept of a product? Write about different stages of a product life cycle. (14)

OR

Que-2 Write about different stages for developing a new product along with consumer adoption process.

Que-3 What is price and pricing? Write a note on different factors which affect in pricing decisions. (14)

OR

Que-3 Write a note on pricing strategies.

Que-4 What is marketing promotion? Write about pros and cons of advertising. (14)

OR

Que-4 Write a note on personal selling and public relations.

Que-5 Write about online portals. (14)

OR

Que-5 What is the importance of distribution in marketing? Which are the key decisions involved in physical distribution?
