

B.B.A. Semester - 3 (CBCS) Examination
December.-2020 [OLD COURSE]
PRINCIPLES OF MARKETING(CORE)

Time: 1:30 Hours

Marks: 42

Instructions:

1. Figure to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
-

Q.1 Explain the meaning of Marketing. Write about the evolution of marketing concepts. (14)

Q.2 Explain the concept of product. Also write about product mix dimensions. (14)

Q.3 What is price and pricing? Write about price setting process. (14)

Q.4 Write about the concept of marketing promotion. Which are the objectives of marketing promotion? (14)

Q.5 Explain the concept of physical distribution and channel of distribution. List down the services provided by channel members. (14)
