

B.B.A. Semester - 3 (CBCS) Examination
Nov/Dec. -2021 (OLD COURSE)
PRINCIPLES OF MARKETING(CORE)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 Define term 'marketing'. Explain importance of marketing. (14)

OR

Q.1 What is marketing mix? Discuss factors affecting marketing mix.

Q.2 Explain steps involved in consumer adoption process. (14)

OR

Q.2 Describe in brief new product development process.

Q.3 What is price? Discuss factors affecting pricing decision? (14)

OR

Q.3 Explain:

A. Types of pricing discounts

B. Discuss pricing objectives

Q.4 What is market promotion? Discuss factors affecting marketing promotion mix. (14)

OR

Q.4 Explain:

A. Advertising – concept and features

B. Merits of sales promotion

Q.5 Discuss major decisions of physical distribution. (14)

OR

Q.5 Write a note on types of channel of distribution.
