

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2022 (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 any ten features of modern marketing. (14)

OR

Q.1 Discuss internal and external factors affecting marketing mix.

Q.2 Describe stages of product life cycle with diagram. (14)

OR

Q.2 Write Notes:

- A. Reasons for failure of a new product
- B. Steps in consumer adoption process.

Q.3 Describe price-setting process. (14)

OR

Q.3 Explain:

- A. Significance of price in marketing.
- B. Discuss pricing objectives

Q.4 What is market promotion? Discuss major elements (or tools) of market promotion mix. (14)

OR

Q.4 Explain:

- A. Significance of personal selling.
- B. Consumer level sales promotion – concept and types.

Q.5 Write a note on types of channel of distribution. (14)

OR

Q.5 A. State services of channel members.

B. Discuss in brief the factors affecting channel decisions.
