

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2023 (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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- Que.1 “Marketing is inevitable discipline and is instrumental in improving standard of living of consumer” Discuss and explain significance of marketing. (14)
OR
- Que.1 Marketing Mix should be judiciously decided after considering various factors.” Discuss and explain various factors affecting marketing mix.
- Que.2 What do you mean by new product? Explain new product development process. (14)
OR
- Que.2 Write up the concept and step in Consumer Adoption Process.
- Que.3 Pricing is most important decision with specific objectives and significance associated with it. (14)
OR
- Que.3 Discuss in detail different methods of pricing.
- Que.4 In present era, Advertisement is inevitable. Discuss in detail the merits and demerits of the same. (14)
OR
- Que.4 Discuss in detail Personal Selling and Process of Personal Selling.
- Que.5 Handling Channel Conflict is a challenging job. Elaborate. (14)
OR
- Que.5 (A) What do you mean by channel of distribution?
(B) What is the importance of physical distribution?
