

B.B.A. Semester - 3 (NEP-2020) Examination**OCT/NOV-2024****Principles of Marketing Management (Major-5)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

Que.1 Discuss role of marketing for holistic development. (10)

OR

Que.1 Explain marketing management tasks for different demand situations.

Que.2 What is product? Discuss main features of product. (10)

OR

Que.2 Discuss:

(A) Features of advertising.

(B) Features of sales promotion.

Que.3 What is consumer behaviour? Describe personal factors affecting consumer behaviour. (10)

OR

Que.3 Describe steps in consumer buying decision process.

Que.4 Write a note on product characteristics approach for segmenting consumer market. (10)

OR

Que.4 Explain Following Terms:

(A) Market segmentation

(B) Target market

(C) Product positioning

(D) Consumer market

(E) Market targeting

Que.5 Elaborate variables (or factors) of marketing environment. (10)

OR

Que.5 (A) Discuss need of marketing ethics.

(B) Enlist green marketing efforts.
