

**B.B.A. Semester - 3 (CBCS) Examination**  
**Oct/Nov - 2024 (As Per Syllabus Year June-2016)**  
**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 Define term 'marketing'. Describe importance of marketing. (14)

OR

Que-1 (A) Discuss elements of marketing mix. (07)

(B) Discuss external factors affecting marketing mix (07)

Que-2 Define term 'consumer adoption processes. Describe stages of consumer adoption process. (14)

OR

Que-2 Write Notes:

(A) Reasons for failure of a new product (07)

(B) Product life cycle stages. (07)

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

OR

Que-3 What is price? Discuss factors affecting pricing decisions.

Que-4 What is market promotion? Discuss objectives of market promotion. (14)

OR

Que-4 Explain:

(A) Significance of personal selling (07)

(B) Features of advertising (07)

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

OR

Que-5 (A) Briefly discuss services of channel members. (07)

(B) Describe channel management decisions (07)

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