

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov. -2019 (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.

Que-1 Define term 'marketing'. Explain difference between the Selling Concept and Marketing Concept. [4+10]

OR

Que-1 Discuss: [7+7]

- a. Nature of marketing(write any ten features)
- b. Elements of marketing mix

Que-2 What is new product? Briefly describe the stages of new product development. [4+10]

OR

Que-2 Explain: [7+7]

- a. Stages of consumer adoption process
- b. Product life cycle (stages with diagram)

Que-3 What is price? Discuss pricing objectives. [4+10]

OR

Que-3 Describe: [7+7]

- a. Types of pricing discounts
- b. Pricing setting process

Que-4 What is market promotion? Discuss objectives of market promotion decisions. [4+10]

OR

Que-4 Explain : [14]

- a. Advertising
- b. Personal selling
- c. Sales promotion
- d. Public relations

Que-5 What is physical distribution? Discuss major decisions of physical distribution. [4+10]

OR

Explain:

- a. Factors affecting channel selection decisions
- b. Services of channel members to the customers and Manufacturers.