

B.B.A. Semester - 3 (NEP-2020) Examination**OCT/NOV-2025****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 Write about different concepts associated with evolution of marketing. (10)

OR

Que.1 What is demand management? Write about Marketing tasks to be performed for each demand situation.

Que.2 Write about the concept and features of the following. (10)

(A) Product Mix

(B) Price Mix

OR

Que.2 Write about the concept and features of the following

(A) Promotion Mix

(B) Price Mix

Que.3 Write about different factors affecting consumer behavior. (10)

OR

Que.3 Write about different stages related to buying decision process.

Que.4 Write about different bases for market segmentation. (10)

OR

Que.4 Write about following in brief.

a) Market Targeting

b) Product Positioning

Que.5 Write about the concept and features of following: (10)

(A) Marketing Environment

(B) Consumerism

OR

Que.5 Write about the concept and features of the following:

(A) Marketing Ethics

(B) Green Marketing
