

Roll No.

BBA-305(O)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2013**

(Old Course)

Paper Fifth

PRINCIPLES OF MARKETING

Time : Three Hours]

[Maximum Marks : 75

[Minimum Pass Marks : 26

**Note : Attempt all questions. All questions carry equal marks.
Write on both sides of the page. Don't waste paper.**

1. Marketing is a system of integrated business activities designed to develop strategic plans (in form of marketing mix) leading to the satisfaction of customers' wants of selected marketing segment. Explain. 15

Or

Differentiate between sales and marketing. Describe the marketing management process. 15

- 2: List and discuss the five 'Needs' in Maslow's needs-wants hierarchy. 15

Or

Explain decision making process in buying. 15

3. Describe marketing information system (MIS). 15

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Or

Evaluate the importance of Marketing Research. Is it gaining importance in India ? 15

4. What is the role of distribution and pricing in launching of new product in Indian Market ? 15

Or

'Advertising is misleading the consumer'. Comment. 15

5. Write short notes on any *three* of the following : 5 each

(a) Market segmentation

(b) Corporate social responsibility (CSR)

(c) Green Consumerism

(d) Niche marketing

(e) ECO-marketing

(f) Market skimming strategy