

Roll No.

BBA-305(O)

B. B A. (Third Semester) EXAMINATION, Dec., 2014

(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. What is Marketing ? Explain role and importance of marketing in present day business scenario.

Or

What are various concepts of marketing ? Distinguish between selling and marketing concept.

2. What is new product development ? Explain the steps taken in new product development.

Or

What is market segmentation ? Explain various basis of market segmentation.

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3. Explain the significance of consumer behaviour in marketing.

Or

What is PLC ? What are strategies for different stages in PLC.

4. What are the external and internal factors influencing pricing ?

Or

What is distribution channel ? Explain the various levels of distribution channel.

5. Explain any *two* of the following :

- (a) Various elements of promotion mix
- (b) Components of physical distribution
- (c) Elements of sales promotional techniques for consumers
- (d) Consumer decision-making process

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