

Roll No.

BBA-305(O)

B. B. A. (Third Semester)
EXAMINATION, Dec., 2012

(Old Course)

Paper Fifth

PRINCIPLES OF MARKETING

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all questions. All questions carry equal marks.

1. Define Marketing. How do you differentiate between the selling concept and the modern marketing concept ? Discuss with examples.

Or

What is a product ? Discuss the process of new product development.

2. Define consumer behaviour. Explain the various steps in the process of consumer decision-making.

Or

What is Marketing Research ? Discuss the importance of research design in conducting a marketing research.

3. What is the product life cycle ? Explain the various stages of PLC with suitable Indian examples.

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Or

What is a Brand ? What are the various branding decisions that a marketer has to take ? Discuss with examples.

4. What is pricing ? Discuss various pricing methods with examples.

Or

What is Sales Promotion ? Discuss various types of sales promotion with examples.

5. Write short notes on any *two* of the following :
- (a) Consumer needs, wants and demand
 - (b) Societal marketing
 - (c) Random sampling
 - (d) Media selection