

Roll No.....

BBA-305

B.B.A. (Third Semester) Examination-2011

Paper : Fifth

PRINCIPLES OF MARKETING

Tie: Three Hours]

[Maximum Marks: 75

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

1. Define marketing. Differentiate between modern marketing concept and selling concept citing suitable examples.

OR

What is marketing mix? Explain with examples.

2. What are the steps in the consumer behavior process? Discuss with examples.

OR

What are the various roles that consumer play in the decision making process?

3. What is sampling? Explain some non random sampling techniques.

OR

Define marketing research explain the various steps involved in the MR process?

4. What are the various elements of promotion mix? Describe any two with examples.

OR

What do You understand by channel conflict? Discuss the causes of and strategies to resolve such conflict .

5. Write short notes an any two of the following :
- a- Social Marketing
 - b- Needs, wants and demand
 - c- Discriminatory pricing
 - d- Direct Marketing