

SEMESTER EXAMINATION-2021
CLASS – BBA IIIRD SEMESTER
SUBJECT- PRINCIPLES OF MARKETING
PAPER CODE: BBA-C302

Time: 3 hour

Max. Marks: 70

Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any five questions in about 150 words each. Each question carries six marks. (5 X 6 = 30 Marks)

Question-1: Define Marketing and discuss its role in the economy.

Question-2: Objectives of Personal Selling

Question-3: Role of product packaging and labelling?

Question-4: Green marketing and green washing.

Question-5: LOHAS

Question-6: Give BCG matrix model, also discuss the limitations of this portfolio analysis.

Question-7: Brand Equity.

Question-8: Define market Segmentation, Targeting and Positioning.

Question-9: Product Life Cycle.

Question-10: Significance of cultural values for marketers.

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any FOUR questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

Question-11: Define Product and the major classification of consumer and industrial products.?

Question-12: Define and describe the marketing management concepts.

Question-13: Describe the marketing management process and the forces that influence it.

Question-14: Discuss the major psychological factors that affect the buying process?

Question-15: Define services and describe its characteristics that affect the marketing of services.

Question-16: Discuss the major basis for segmenting consumer and business markets.

Question-17: Explain the unique aspects of how institutional and individual buyers make their buying decision.

Question-18: What do you mean by Price discrimination? Elaborate with suitable examples.