

Examination 16 OCT 2019
B B A SEM -3
Compulsory Paper :Code : 20699
Subject Title – Principles Of Marketing

Seat
No. _____

Time:2:30Hours

Total Marks :70

All questions carry equal marks

- | | | |
|---------|--|----|
| Q.1 (A) | What is Marketing? Explain Scope of it In detail. OR | 14 |
| Q.1 (A) | 1. Write a note on various concepts of marketing. | 7 |
| | 2. Explain Marketing Environment. | 7 |
| Q.1 (B) | Explain any four: | 4 |
| | 1. What is Marketing? | |
| | 2. Define the term: Marketing Management | |
| | 3. Any two features of Marketing | |
| | 4. What is Product Concept in Marketing? | |
| | 5. Name external factors of Marketing environment. | |
| | 6. What is Selling? | |
| Q.2 (A) | What are the factors affecting to consumer buying behavior? OR | 14 |
| Q.2 (A) | 1. Short note on "Consumer decision making process" | 7 |
| | 2. Write note on buyer's role in Consumer behavior. | 7 |
| Q.2 (B) | Explain Any Four: | 4 |
| | 1 Define the word "Consumer buying behavior" | |
| | 2 What are the geographical factors affecting to Buyers behavior? | |
| | 3 Explain Age and gender as factors affecting to behaviour of consumer. | |
| | 4 What do you mean by post purchase behaviour? | |
| | 5 Name any two "psychological factors" in consumer behaviour. | |
| | 6 what is purchase behaviour? | |
| Q.3 (A) | What are the four P's in Marketing?/explain with proper examples. OR | 14 |
| Q.3 (A) | 1 Short note on "7 P's of Service" | 7 |
| | 2 Explain the difference between mass marketing and Segmentation. | 7 |
| Q.3 (B) | Any Three: | 3 |
| | 1 What is Marketing Mix? | |
| | 2 Explain Market Segmentation | |
| | 3 What do you mean by demographical base of segmentation | |
| | 4 Define the term" Mass marketing" | |
| | 5 Write any two need of Segmentation of market. | |
| Q.4 (A) | What are the various Stages for product life cycle? Explain with diagram of it. OR | 14 |
| Q.4(A) | 1 What is NPD? Explain Process of new product development. | 7 |
| | 2 Write a note on "Promotion Mix." | 7 |
| Q.4(B) | Any Three: | 3 |
| | 1 What is Product? | |
| | 2 Define the term" promotion Mix" | |
| | 3 What is Distribution? | |
| | 4 Write down types of Distribution channels. | |
| | 5 Give meaning of Physical distribution. | |