



PBD-161100010305 Seat No. _____

B. B. A. (Sem. III) (CBCS) Examination
November / December – 2018
Principles of Marketing
(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions :

- (1) It is compulsory to attend all questions.
- (2) Right hand figures indicate the marks.
- (3) All questions carry equal marks.

1 What do you mean by 'Marketing' ? Explain nature and importance of marketing. 14

OR

1 Explain the evolution of marketing concepts (All five concepts). 14

2 What do you mean by new product ? Explain the new product development process with failure of new product. 14

OR

2 What do you mean by 'PLC' ? Explain the stages and uses of "PLC". 14

3 What do you mean by 'Price' and 'Pricing' ? Explain the price setting process in detail. 14

OR

3 Give a brief idea of price setting methods. 14

4 What do you mean by market promotion ? Give a brief idea about market promotion elements. 14

OR

4 What do you mean by 'Sales Promotion' ? Explain the types of sales promotion. 14

5 What do you mean by physical distribution ? Explain key decisions and importance of physical distribution. 14

OR

5 What do you mean by channel of distribution ? Explain factors affecting channel of distribution. 14
