



SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

3- Vaishalinagar
Nr. Amrapali Railway Crossing
Raiya Road, Rajkot – 360001
Ph. No–(0281)2471645

2 – Vaishalinagar
Nr. Amrapali Railway Crossing
Raiya Road, Rajkot - 360001
Ph.No–(0281)2440478, 2472590

BBA – 3
SUB: MARKETING

PRELIMS PAPER
MARKS: 70

QUESTION NO.	QUESTION	MARKS
1	Discuss various concepts of marketing in detail. Also write importance of marketing. OR Define marketing mix (4'P). Discuss factors affecting marketing mix in detail.	20
2	What is STP? Discuss Bases/types of market segmentation. OR Discuss concept of product positioning with its process & strategies.	20
3	What is consumer behavior? Which factors affecting consumer behavior? OR Discuss importance and types of consumer behavior in brief.	15
4	Explain advantages and limitations of online marketing. OR Give idea about various factors affecting Marketing Environment.	15

ALL THE BEST