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First Year BBA (Mar-2020)

End Semester Examination, (2019 Pattern) Semester – II

Course Code: 19BaBBAU202

Course Name: Principles of Marketing

Date: 17.03.2020

Time: 10.00 a.m-12.00 p.m.

[Time: 2 Hours]

[Max Marks: 60]

Instructions:

- Solve all the Questions.
- The marks for every question are specified.
- Draw diagrams where ever necessary.

Q 1) Answer the following questions (solve any 5)

(5*3=15)

- a) List different types of Advertising Media.
- b) What is Green marketing?
- c) List the responsibilities of a marketing manager.
- d) List the Types of Retailers.
- e) List the characteristics of service.
- f) What is Social Marketing?
- g) List the techniques of digital marketing?

Q 2) Answer the following questions (solve any 2)

(2*5=10)

- a) Explain the Factors influencing the pricing decision.
- b) What is marketing information system? Explain the importance of MIS.
- c) Explain the components of the marketing environment.

Q 3) Answer the following:

(Question 1- 7 marks; Question 2- 8 marks)

- a) What is service marketing? Explain the classification of services.
- b) What is market segmentation? Explain the different types of market segmentation.

OR

- b) What is marketing? Explain the functions of Marketing in Detail.

Q 4) Answer the following questions (Solve any 2)

(10*2=20)

- 1. What is rural marketing? Explain the problems associated with Rural Markets.
- 2. What do you mean by product? Explain the various stages of product life cycle.
- 3. What is marketing research? Explain the process of marketing research.