

H Roll No. ....

## BBA-202

B. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, 2021-22

PRINCIPLES OF MARKETING

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Define Marketing. Demonstrate the importance and features of Marketing in developing economy. (CO1)

OR

- (b) What do you understand by consumer behaviour ? What is its importance in marketing ? (CO2)

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2. (a) Discuss STEP with reference to FMCG producing units operating their business in India. (CO1)

OR

- (b) List and explain the major steps in consumer buying process. (CO2)
3. (a) Explain Marketing Mix. Explain the relationship of 4Ps and 4Cs. (CO1)

OR

- (b) Explain Product Life Cycle. Explain the characteristics of different stages of PLC with reference to any product of your choice. (CO2)
4. (a) Explain the concept of Market Segmentation ? Classify the basis for Segmentation Consumer Markets. (CO1)

OR

- (b) What are the advantages of branding to a manufacturer ? Explain the difference between brand and a trade mark. (CO2)

(3)

5. (a) Critically analyses evolution of marketing. Explain the difference between the production oriented concept and marketing oriented concept of marketing. (CO1)

OR

- (b) Define packaging. Explain, how packaging help in taking competitive advantage, support your answer with suitable examples. (CO2)

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