

**H**

**Roll No. ....**

## **BBA-202**

### **B. B. A. (SECOND SEMESTER) END SEMESTER**

**EXAMINATION, June, 2023**

**PRINCIPLES OF MARKETING**

**Time : Three Hours**

**Maximum Marks : 100**

- Note :** (i) All questions are compulsory.  
(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.  
(iii) Total marks in each main question are **twenty**.  
(iv) Each sub-question carries 10 marks.
1. (a) Explain how macro environment forces affect marketing program of a four-wheeler automobile company ? (CO1)  
(b) Illustrate how will you describe pricing ? What are the pricing methods used by the marketing managers ? (CO3)

**P. T. O.**

(2) .

BBA-202

- (c) Explain marketing management ? Highlight the scope and importance of marketing. (CO3)
2. (a) Discuss the marketing strategies required in the different stages of product life cycle. (CO2)
- (b) What is advertising ? Explain the classification of advertising ? (CO1)
- (c) "Before you choose a distribution channel for your products, there are a variety of factors to consider." Explain the flow of distribution channel and its importance. (CO2)
3. (a) Write a note on physical distribution management. Explain its four principles. (CO5)
- (b) What do you mean by Digital marketing ? Explain its types. (CO4)
- (c) How are products and services different ? How is each one of the characteristics related to one of the 7 Ps? (CO3)

(3)

4. (a) Describe the major decisions taken by the marketing manager to influence the consumer behavior. Explain the consumer decision making process ? (CO1)
- (b) Write a detailed note of digital marketing its types and importance ? (CO5)
- (c) Evaluate why segmentation and targeting are interrelated with each other ? (CO4)
5. (a) Write a note by highlighting the major decisions taken by marketing manager regarding the product. What is the process followed for product planning ? (CO5)
- (b) Illustrate the various marketing challenges in 21<sup>st</sup> century ? (CO4)
- (c) Interpret the implementation of the marketing segmentation strategy ? (CO2)

BBA-202

1,350