

- (b) As a marketing manager how would you position McAllooTikki in McDonalds ? Design its positioning using the sequential segmentation targeting-positioning (STP) concept. (CO5)
- (c) Design marketing mix strategy for the School of Management, GEHU. (CO5)

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**BBA-202**

**B. B. A. (SECOND SEMESTER)  
END SEMESTER EXAMINATION,  
July/Aug., 2022**

**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 the Nature, Scope and Importance of Marketing. Also, briefly explain the modern marketing concepts. (CO1)  
(b) Write short notes on the following : (CO1)  
(i) Marketing Mix (4Ps = 4Cs)  
(ii) Market Segmentation

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- (c) Interpret the importance of understanding consumer buying behavior for a marketer. Briefly describe the determinants of consumer behavior. (CO1)
2. (a) Articulate the roles of advertising in branding of a company and its products. (CO2)
- (b) Classify the channels of distribution. Discover the factors governing choice of channels and intermediaries. (CO2)
- (c) Discover the role and relevance of physical distribution. How would you ensure proper physical distribution management in your company? (CO2)
3. (a) Connect the role of marketing in economic development and its applicability in Indian conditions. (CO3)
- (b) Illustrate the role of product positioning and branding in devising marketing strategy of a company. Give suitable examples. (CO3)

(3)

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- (c) Distill the marketing challenges which companies and marketers are facing in 21st century. (CO3)
4. (a) Appraise the marketing organization for a mid-size company. Choose any one industry/sector. (CO4)
- (b) Prioritize the digital marketing tools required for an effective digital marketing campaign of a higher educational institute or a university. (CO4)
- (c) "Goods are bought and Services are availed of". Distinguish between goods and services. Appraise service marketing in contributing to the economy in recent times. (CO4)
5. (a) As a marketing manager in a car manufacturing company how would you formulate the marketing strategy at each stage of product life cycle? (CO5)

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