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Roll No.

BBA-202

B. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

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. Explain its nature, scope and importance. (CO1)

OR

- (b) Describe micro and macro environments influence marketing decisions. (CO1)

2. (a) Discover the major determinants of consumer behaviour. (CO2)

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OR

- (b) "Product planning is the starting point of the entire marketing programme in a firm". Articulate the product planning and process. (CO2)
3. (a) Categorize the stages of the product life cycle (PLC) in terms of the marketing or revenue producing perspective. (CO3)

OR

- (b) "Marketing research is necessary for strong market segmentation". Do you agree with the statement ? Illustrate critically. (CO3)
4. (a) Evaluate the role of marketing in economic development and its applicability in Indian context. (CO4)

OR

- (b) What do you mean by product positioning ? How Nike, a famous brand, will adopt the strategies to position their running shoes and sportswear to the athletes ? Criticize the statement. (CO4)

(3)

5. (a) "Marketing in action is marketing mix". Write the complete explanation. (CO5)

OR

- (b) "Money spent on branding is an investment" and "money spent on branding is a waste" ? Compare these two statements and conclude. (CO5)