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B.B.A. (II Sem.) EXAMINATION, 2018

202 : PRINCIPLES OF MARKETING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define Marketing. Explain various functions of marketing with suitable examples. [15]

Or

What is Rural Marketing ? Discuss various problems of rural marketing.

2. What do you mean by a Product ? Explain various stages of Product Life Cycle. [15]

Or

Define Price. Explain method of pricing with suitable examples.

3. Define Market Segmentation. What are the benefits and limitations of market segmentation ? [15]

Or

What is Marketing Planning ? Explain steps of marketing planning.

P.T.O.

4. What is an AD media ? Discuss various AD media with its merits and demerits. [15]

Or

What do you mean by Channel of Distribution ? Elaborate large-scale retailers by giving suitable examples.

5. Write short notes on (any *four*) : [20]

- (1) Qualities of a marketing manager
- (2) 7P's of services marketing
- (3) Importance of marketing mix
- (4) Super market
- (5) Differential Marketing
- (6) Benefits of MIS.