

Total No. of Questions : 3]

SEAT No. :

P2065

[Total No. of Pages : 3

[5802]-202

B.B.A

202: PRINCIPLES OF MARKETING

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer the following question as per instruction is given.

A) Choose the correct answer from the option given below. **[5]**

- a) Marketing generate _____ for goods & services.
 - i) Customers
 - ii) Demand
 - iii) Product
 - iv) All of the above

- b) _____ is anything that is offered for sale.
 - i) Service
 - ii) Product
 - iii) Price
 - iv) Promotion

- c) The market environment comprise of :
 - i) Socio-economic
 - ii) Competition
 - iii) Technology
 - iv) All of the above

P.T.O.

- d) Promotional activities include ____.
- i) Advertising
 - ii) Sales Promotion
 - iii) Publicity
 - iv) All of the above
- e) Which of the following is not a type of digital marketing activity?
- i) E-Marketing
 - ii) Print Advertising
 - iii) Social Marketing
 - iv) Internet Marketing

B) Fill in the blanks : [5]

- a) _____ is a process of promoting products and services over the internet.
- b) _____ is the marketing of product that are presumed to be environmentally safe.
- c) A group of all product lines and commodities supplied by a seller to its customers is called _____.
- d) _____ refers to the surrounding conditions and influences in which living organism operate.
- e) Packaging is the example of _____ mix.

C) Match the pairs : [5 × 2 = 10]

- | | |
|---------------------|--------------------------------------|
| i) Product | a) Also known as 'distributor' |
| ii) Customer value | b) Omni-channel marketing |
| iii) Reseller | c) Usefulness of goods or services |
| iv) Wholeseller | d) They can be retailers |
| v) Hybrid Marketing | e) Anything that is offered for sale |

Q2) Solve any three out of five : **[3 × 10 = 30]**

- a) Meaning, Definition of Marketing & its Nature.
- b) What is Market and Market segmentation?
- c) What are the functions of Marketing?
- d) Explain the Marketing mix elements with example.
- e) Meaning & Definitions of services and explain its characteristics.

Q3) Solve any four out of six : **[4 × 5 = 20]**

- a) Key Services in India.
- b) Scope of Rural Marketing.
- c) Tools of Digital Marketing.
- d) Promotional Mix.
- e) Importance of positioning.



Total No. of Questions : 3]

SEAT No. :

PA-1898

[Total No. of Pages : 3

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F.Y. B.B.A.

202 : PRINCIPLES OF MARKETING

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No.1 is compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer the following questions as per the instruction given : **[20]**

A) Choose the correct answer from the option given below :

- i) Marketing provides maximum satisfaction of _____.
 - a) Profit
 - b) Wealth
 - c) Human wants
 - d) None of the above
- ii) A commonly used basis for segmentation consumer markets is :
 - a) Organisational size
 - b) Demographics
 - c) Product type
 - d) Price
- iii) Retailer acts as a _____ between the wholesaler & consumer.
 - a) Middleman
 - b) Manufacturer
 - c) Both A & B
 - d) None of the above
- iv) News paper, Magazines, Pamphlets are the type of _____.
 - a) Out door media
 - b) Print media
 - c) Online media
 - d) Broad cast media
- v) Employees and customers are the elements of _____.
 - a) People mix
 - b) Physical evidence
 - c) Price mix
 - d) Promotional mix

P.T.O.

B) Fill in the blanks :

- i) Under _____ concept, organisation should recognise the needs and wants of customers and produce desired products to satisfy the customers in the most effective manner than its competitors.
- ii) The internal factors are known as _____.
- iii) A _____ refers to “any group that has an actual or potential interest in or impact on a company ability to achieve its objectives”.
- iv) A _____ is a bundle of physical services and symbolic particular expected to yield satisfaction or benefits to the buyer.
- v) When a seller legally transfers his ownership over products to the buyer through a sales operation, then _____ is created.

C) Match the pairs :

[5 × 2 = 10]

- | | |
|----------------------|---|
| i) People | a) Visiting card, logo etc. |
| ii) Price | b) Idea goods or services |
| iii) Empathy | c) Discount |
| iv) Product | d) Hotel staff |
| v) Physical evidence | e) Capability of a person to understand & share the feeling of another person |

Q2) Short Notes (any four out of five) :

[4 × 5 = 20]

- a) Societal marketing concept
- b) Market segmentation
- c) Importance of positioning
- d) Place mix
- e) Green marketing

Q3) Long questions (any three out of five) :

[3 × 10 = 30]

- a) Write down the factors influencing market Segmentation & Importance of market segmentation in marketing.
- b) Explain the Internal factors influencing marketing environment.
- c) What is macro environment, discuss the factor that influence the marketing decision.
- d) What are the various product life cycle stages? Explain in details.
- e) What are the factors influencing pricing.



201 : PRINCIPLES OF MARKETING

(2019 Pattern) (Semester - II)

[-Time: 2½ Hours]

[Marks : 70]

Instructions to the candidates:

1) Question No.1 is compulsory.

2) Figures to the right indicate full marks.

Q1) Answer the following questions as per the instruction given:

[20]

A) Choose the correct answer from the option given below:

i) Indoor advertising media are _____.

- a) Press media
- b) Radio media
- c) Film advertising media
- d) All of the above

ii) _____ is the sub-dividing of a market into homogeneous sub-sects of customers where any sub-sect may conceivably be selected as a market target to be reached with a distinct marketing mix.

- a) Market Segmentation
- b) Market Demographics
- c) Product type
- d) Price

iii) Retailer acts as a _____ between the wholesaler & consumer.

- a) Middleman
- b) Manufacturer
- c) Both A & B
- d) None of the above

iv) Newspaper, Magazines, Pamphlets are the type of _____.

- a) Out door media
- b) Print media
- c) Online media
- d) Broad cast media

v) Marketing channels are _____

- a) meant only for promotion
- b) meant as a vital link between the organization and its consumer

- c) meant for direct marketing d) product promotion

B) Fill in the blanks:

- i) _____ Begins When Standardisation Ends.
 ii) _____ Marketing Is Also Known As Environmental Marketing
 iii) An organization has its own _____ environment.
 iv) Services are _____ in nature.
 v) The customers are asked to give feedback on the product, its uses, packaging, advertising etc. is called _____ marketing

C) Match the pairs:

[5 × 2 = 10]

i) Physical configuration	a) online marketing 5	
ii) Price	b) Idea goods or services 3	
iii) Empathy	c) Discount 1	
iv) Product	d) explicit product characteristics 1	
v) Virtual marketing	e) Capability of a person to understand & share the feeling of person 2	

Q2) Short Notes (any four out of five):

[4 × 5 = 20]

- A) Duties Of Marketing Manager
 B) Rural Marketing
 C) types of marketing channels
 D) New Product Development Process
 E) Green Marketing

Q3) Long questions (any three out of five):

[3 × 10 = 30]

- a) What Is Marketing? Explain Its Functions?
 B) Explain In Detail the Marketing Mix?
 C) What Is Segmentation? Explain Its Importance & Limitations.
 D) Explain Service Marketing? Explain The Classification of Services
 E) What Are The Various Product Life Cycle Stages? Explain In Details.