

Total No. of Questions—6]

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B.B.A. (Semester-II) EXAMINATION, 2016

PRINCIPLES OF MARKETING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *Five* questions.

(ii) Figures to the right indicate full marks.

(iii) Illustrate with examples.

1. Define marketing. Explain the significance of marketing in an emerging economy. [16]
2. What is meant by the Product Mix ? Describe the Product Life Cycle. [16]
3. What is Rural Marketing ? What are the problems of rural markets and the strategies to overcome them ? [16]
4. Define marketing research. Describe the process of Marketing Research. [16]
5. What are the different channels of distribution ? What are the factors affecting channel choice ? [16]

P.T.O.

6. Write short notes on any *four* :

[4×4]

- (a) Labelling
- (b) Characteristics of Services
- (c) Order to Payment Cycle
- (d) Demographic Variable in market segmentation.
- (e) Consumer sales promotion schemes.