

Total No. of Questions : 3]

SEAT No. :

P2157

[Total No. of Pages : 3

[5804]-204

F.Y. B.B.A. (IB)

**204 : PRINCIPLES OF MARKETING
(2019 Pattern) (CBCS) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*

Q1) Objective Type Questions :

A) Multiple choice questions :

[5]

- i) _____ are human needs as shaped by individual and personality and culture.
 - a) Needs
 - b) Demands
 - c) Values
 - d) Exchanges
- ii) A _____ is the set of actual and potential buyers of a product.
 - a) market
 - b) audience
 - c) group
 - d) segments
- iii) Marketing is _____.
 - a) System
 - b) Process
 - c) Is an Science and Art
 - d) All the above
- iv) Product, Price, Place and _____.
 - a) promotion
 - b) performance
 - c) placement
 - d) practice
- v) _____ is an activity of selling and purchasing of goods or services.
 - a) Manufacturing
 - b) Purchasing
 - c) Marketing
 - d) Production

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- B) Define the term : [5]
- i) Marketing Environment
 - ii) Product mix
 - iii) Functions of marketing
 - iv) Role of marketing manager
 - v) Market segmentation

- C) Match the pairs : [10]

- | A | B |
|---|---|
| i) Product development | a) Employee |
| ii) Price | b) Political factor |
| iii) Place | c) Location of sales |
| iv) Promotion | d) Developing new products for sales |
| v) Internal marketing environment factor | e) Advertising |
| vi) External marketing environment factor | f) Packaging |
| vii) Physical Evidences | g) Directly/Indirectly involved in business process |
| viii) People mix | h) Combination of Traditional & digital marketing |
| ix) Digital marketing | i) Promotion of brands to connect with potential customers through internet |
| x) Hybrid marketing | j) Products that are presumed to be environmentally safe |
| xi) Green marketing | |

- Q2) Long answer questions (any 3) : [10 marks each]

- a) What is marketing? Explain the objectives of marketing with reference to marketing in developing economy.
- b) Explain the various factors that affects the marketing environment.
- c) What is market segmentation? Explain the importance of market segmentation in day today business activities.
- d) Explain the Rural marketing with reference to its contribution in Indian economy.
- e) What is marketing mix? Explain the different elements of marketing mixes.

Q3) Short notes (Any 4) :

[5 marks each]

- a) Green marketing
- b) Product life cycle
- c) Elements of market segmentation
- d) Marketing Environment
- e) Challenges of marketing manager

