

Total No. of Questions : 3]

SEAT No. :

PA-1997

[Total No. of Pages : 2

[5955]-204

First Year B.B.A. (Internation Business)
CA- 204 : PRINCIPLES OF MARKETING
(2019 Pattern) (CBCS) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 70

Instruction to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) This P is not the part of the 7Ps of marketing mix?
 - i) Promotion
 - ii) Price
 - iii) People
 - iv) Purpose
- b) Want for a specific product backed by an ability to pay is called.
 - i) Demand
 - ii) Need
 - iii) Want
 - iv) Customer
- c) Select an appropriate definition of want.
 - i) More consumer needs
 - ii) Needs backed by buying power
 - iii) Needs directed to the product
 - iv) Basic human requirements
- d) Which of the following refers to marketing channel?
 - i) Integrated Marketing communication
 - ii) Distribution channel
 - iii) Marketing Myopia
 - iv) Retailing
- e) The promotion "P" of marketing is also known as _____.
 - i) Product differentiation
 - ii) Distribution
 - iii) Cost
 - iv) Marketing communication

B) Fill in blanks. [5]

- a) _____ is the father of Modern marketing.
- b) _____ are the form of human needs take as shaped by culture & individual personality.

P.T.O.

- c) Marketing is a process which aims at ____.
- d) Good marketing is no accident, but a result of careful planning and _____
- e) _____ is defined as communication with large Numbers of customers at the same time.

C) Define the terms [5]

- a) Marketing mix
- b) Market segmentation
- c) Product mix
- d) Green marketing
- e) Product life cycle

D) Match the following. [5]

- | Column-I | Column-II |
|-----------------------|---|
| a) Production concept | i) Customer need & society's well being |
| b) Product concept | ii) Quantity of product |
| c) Selling concept | iii) Quality of product |
| d) Societal concept | iv) Existing product |

Q2) long answer questions (any 3) [3×10=30]

- a) What is marketing environment? Explain the internal and external factors influencing marketing environment.
- b) Explain the challenges and oppoetunity of marketing manager in the international marketing.
- c) Explain the product life cycle with an appropriate example.
- d) Define the rural marketing. Explain the problems and measures to improve indian rural market.
- e) Explain the service marketing with its importance.

Q3) Short notes (any 4) [4×5=20]

- a) Digital Marketing
- b) Price Mix
- c) Physical evidences
- d) Virtual marketing
- e) Hybreid marketing

