

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 |

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- 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
- ii) Customer value
- iii) Reseller
- iv) Wholeseller
- v) Hybrid Marketing
- a) Also known as 'distributor'
- b) Omni-channel marketing
- c) Usefulness of goods or services
- d) They can be retailers
- 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.

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