

Total No. of Questions : 3]

SEAT No. :

PA-1898

[Total No. of Pages : 3

[5953]-202

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.

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