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SEAT No. :

[Total No. of Pages : 3]

202- B.B.A
202: PRINCIPLES OF MARKETING
(2019 Pattern) (Semester - II)

[Time : 2½ Hours]

[Max. Marks : 70]

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer the following questions as per the given instruction.

A) Choose the correct answer from the option given below.

[5]

- a) Marketing creates _____ for goods & services.
 - i) Customers
 - ii) Demand
 - iii) Product
 - iv) All of the above
- b) Marketing provides maximum satisfaction of _____.
 - i) Profits
 - ii) Human Wants
 - iii) Wealth
 - iv) Both A and B
- c) Which of the following is part of the demographic segmentation for the consumer market?
 - i) Age
 - ii) Social Grade
 - iii) Life Style
 - iv) Personality
- d) Employee and customer are the elements of :
 - i) Promotion Mix
 - ii) Price Mix
 - iii) People Mix
 - iv) Physical Evidence

P.T.O.

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- e) E- Marketing is the same as:
- i) Virtual Marketing
 - ii) Interactive Marketing
 - iii) Online Marketing
 - iv) All of the above

B) Fill in the blanks :

[5]

- a) _____ is a bundle of physical services and symbolic particulars expected to yield satisfaction or benefits to the buyers
- b) _____ refers to the surrounding conditions and influences in which living organism operate. .
- c) Dividing the consumer market into small segments by using various bases for serving them to the fullest is termed as _____
- d) _____ is an activity of selling and purchasing of goods or services.
- e) _____ is the marketing of product that are presumed to be environmentally safe.

C) Match the pairs :

[5 × 2 = 10]

- | | |
|---------------------------------|---|
| i) E- Mail Marketing | a) Segmentation based on lifestyle, personality, etc. |
| ii) Advertising | b) They can be retailers |
| iii) Psychographic segmentation | c) Usefulness of goods or services |
| iv) Resellers | d) Form of paid, non-personal presentation of ideas or good |
| v) Customer value | e) Sending advertisement, promotional brochures or commercials messages on mail |

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Q2) Write Short Notes (Any four out of six)

[3 × 10 = 30]

- a) Define the term marketing. What are the functions of marketing?
- b) What is Market segmentation? State and explain basis of demographic segmentation of market in detail.
- c) What are the major sales promotion tools?
- d) State and explain the characteristics of services.
- e) What is rural marketing? Discuss the problems of rural marketing in detail.

Q3) Solve any four out of six:

[4 × 5 = 20]

- a) Nature of Marketing
- b) Role of Marketing Manager
- c) Types of product based on the nature
- d) Factors of Internal Environment
- e) Intermediaries of channel of distribution

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