



**HCX-161100010305** Seat No. \_\_\_\_\_

**B. B. A. (Sem. III) (CBCS) (W.E.F.-2016) Examination**

**October / November – 2017**

**Principles of Marketing**

*(New Course)*

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

- Instructions :**
- (1) It is compulsory to attend all questions.
  - (2) All questions carries equal marks.
  - (3) Right hand side figures indicate marks of the question.

1 What do you mean by marketing ? Explain importance of marketing. **14**

**OR**

1 What do you mean by 'Marketing-Mix' ? Discuss four P's of Marketing-Mix. **14**

2 What do you mean by New product ? Explain new product development process. **14**

**OR**

2 What do you mean by product life cycle ? Explain stages and uses of PLC. **14**

**3** What do you mean by pricing ? Explain significance and objectives of pricing. **14**

**OR**

**3** Discuss on : (1) Price Discrimination. **14**  
(2) Psychological Price

**4** What do you mean by market promotion ? Give brief idea about elements of market promotion-mix. **14**

**OR**

**4** What do you mean by public relations ? Explain the features and parties in public relations. **14**

**5** What do you mean by physical distribution ? **14**  
What is the importance of physical distribution ?

**OR**

**5** What do you mean by channel of distribution ? **14**  
Discuss on factors affecting channel decisions.

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