



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

**B. B. A. (Sem. III) (CBCS) Examination**

**November – 2019**

**Principles of Marketing**

*(New Course)*

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

[Total Marks : 70

**Instructions :**

- (1) It is compulsory to attend all questions.
- (2) Right hand figures indicate the marks.
- (3) All questions carry equal marks.

1 What do you mean by 'Marketing'? Explain the evolution of marketing concepts. **14**

**OR**

1 Explain the elements of marketing Mix. Describe the factors affecting marketing mix. **14**

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

**OR**

2 Define Consumer Adoption. Explain the stages and managerial implications of consumer adoption. **14**

3 Discuss the factors affecting pricing decisions. **14**

**OR**

3 Explain in detail Auction pricing method and competition oriented pricing method. 14

4 Describe characteristics of Advertising and personal selling. 14

**OR**

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

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

**OR**

5 Define Middlemen. Explain the services provided by Middlemen. 14

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