



DCW-161100010305 Seat No. _____

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

August - 2022

Principles of Marketing

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

[Total Marks : **70**

Instruction : Each questions carries equal marks. (14 marks each)

- 1 Define marketing. Explain the various marketing concepts.
- 2 Define marketing. Explain its characteristics and importance.
- 3 What is a new product? Explain new product development process in detail.
- 4 What is product life cycle? Explain its stages in detail.
- 5 What is price and pricing? Explain factors affecting pricing decision.
- 6 Explain the various price setting methods in detail.
- 7 What is advertising? Explain its features in detail.
- 8 What is sales promotion? Explain various types of sales promotion.
- 9 What do you mean by channel of distribution? Explain different types of distribution channel.
- 10 What do you mean by physical distribution and explain its key decisions?