



DCW-19BBA304

Seat No. _____

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

August - 2022

Principles of Marketing

(New Course)

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

[Total Marks : 70

Instructions : (1) All questions carry equal marks.
(2) Attempt any four (4) questions out of eight (8) questions.

- 1 What is marketing exchange ? Explain difference between marketing and selling concepts with suitable examples. 17.5
- 2 Define Marketing mix. Explain elements and factors affecting marketing mix. 17.5
- 3 What is market positioning ? Describe process of market positioning. 17.5
- 4 Explain significance and bases for segmenting consumer market in brief. 17.5
- 5 Define buying decision process. Explain the buying decision process with suitable example. 17.5
- 6 Describe factors affecting consumer behavior. 17.5
- 7 What is online marketing ? Describe benefits and limitations of online marketing. 17.5
- 8 Explain marketing strategies for market Nichers with suitable examples. 17.5