



Seat No. _____

HAM-161100010305

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

June - 2023

Principles of marketing

(Old Course)

Time : $2\frac{1}{2}$ / Total Marks : 70

Instruction : All questions are compulsory.

- 1 Define Marketing. Discuss various concepts of marketing. 14
OR
- 1 What is Marketing Mix ? Discuss the factors affecting Marketing Mix. Discuss elements of Marketing Mix. 14
- 2 What is New Product ? Discuss stages of developing new product. 14
OR
- 2 Explain concept of Consumer Adoption. Discuss adoption process. 14
- 3 Define Pricing. Discuss process of setting price. 14
OR
- 3 Explain different factors affecting price setting. 14
- 4 What is Marketing promotion ? Discuss factors affecting promotion mix. 14
OR
- 4 Define Sales Promotion. Explain different types of sales promotion. 14
- 5 Write a detailed note on Physical distribution. 14
OR
- 5 Define Channels of distribution. Discuss types of channels. 14
Which are the factors affecting selection of channel ?