



Seat No. \_\_\_\_\_

## **HAM-19BBA304**

**B. B. A. (Sem. III) (CBCS) (W.E.F. 2019)**

**Examination**

**June - 2023**

**Principles of Marketing**

*(New Course)*

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

### **Instructions :**

- (1) All questions are compulsory.
- (2) Figures on right hand side indicate marks of the relevant question.

1 Define Market, marketing and marketing management. Explain societal marketing concept in detail. How it is different from marketing and selling concept ? **20**

**OR**

1 Explain the nature and importance of marketing management. **20**

2 What is market segmentation ? Explain the bases for segmenting consumer market. **20**

**OR**

2 Explain the strategies of targetting with relevant examples. **20**

3 Define consumer behaviour. Explain cultural and personal factors affecting on consumer behaviour. **15**

**OR**

3 Explain stages and managerial implications of buying decision process.

4 Write a detailed note on factors and variables of marketing environment. **15**

**OR**

4 Analyzing competition with respect to strategies adapted by Market Followers and nichers. **15**