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B. B. A. (Semester - II) Examination - 2009

PRINCIPLES OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

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- Q.1)** Explain role and functions of Marketing Manager. [16]
- Q.2)** Explain meaning and importance of 'Marketing Mix'. [16]
- Q.3)** What is Marketing ? Explain different approaches to Marketing giving example. [16]
- Q.4)** What is Marketing Research ? What role does it play in Effective Marketing ? [16]
- Q.5)** Explain factors influencing Channels of Distribution. [16]
- Q.6)** "Advertising sells products." - Do you agree with this statement ? Explain. [16]
- Explain the function performed in Advertising. [16]

Q.7) Write short notes : (Any Four)

[16]

- (a) Service Marketing
 - (b) Concentrated Marketing
 - (c) E-marketing
 - (d) Recent Trends in Sales Promotion
 - (e) Suggestions for Improvement of Rural Marketing
 - (f) Management's Use of Marketing Research
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