

Roll No.

Total No. of Questions : 6]
(2103)

[Total No. of Printed Pages : 7

**BBA (CBCS) RUSA IIIrd Semester
Examination**

3542

PRINCIPLES OF MARKETING

(Core Course)

Paper : BBA-302

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt both questions from Part-A and *one* question each from Parts B, C, D and E.

Part-A

1. Choose the correct answers of the following :

(i) Which of the following is not the 4C's of marketing ?

- (a) Consumer wants and needs
- (b) Cost
- (c) Convenience
- (d) Cultural factors

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(1)

Turn Over

(ii) is the process of evaluating each segment's attractiveness and selecting one or more segments.

- (a) Positioning
- (b) Market Targeting ✓
- (c) Segmentation
- (d) Simulation ✓

(iii) The wheel of retailing explains the emergence of new retailing forms by :

- (a) Retailer's cycle through peaks of high-cost price and troughs of low cost
- (b) Whole sellers see retailing opportunities, ✓
enter retailing, then turn to wholesaling again
- (c) New retailer's emergence, grow, mature, and decline
- (d) Low margin, low price retailer enters to compete with retailers who are high margin and high price

- (iv) The major product line decision involves
- (a) Line equity
 - (b) Product line depth
 - (c) Product line length ✓
 - (d) Product packaging
- (v) The distribution of branded products through one or few outlets is called :
- (a) Unsought product ✓
 - (b) Industrial products
 - (c) Speciality products ✗
 - (d) Augmented products
- (vi) Series of advertisement message that share a single idea or theme is
- (a) Advertisement campaign ✓
 - (b) Advertisement group
 - (c) Advertisement cluster
 - (d) Advertisement series

(vii) Which of the following strategies is usually followed by B2B companies with respect to promotion strategy ?

- (a) Push strategy ✓
- (b) Pull strategy
- (c) Blocking strategy
- (d) Integrated strategy

(viii) The sales promotion strategy which concentrates on the middlemen and consumer is known as

- (a) Pull strategy -
- (b) Combination strategy
- (c) Sale force strategy
- (d) Push strategy

(ix) AIDA stands for Awareness, Desire and

- (a) Interest; Action
- (b) Idea; Approach
- (c) Intensity; Appeal ✓
- (d) Involvement ; Appeal

(x) The middlemen who do not take any title to goods is :

(a) Retailer

(b) Wholesaler

(c) Agent

(d) Commission Houses ✓

$1\frac{1}{2} \times 10 = 15$

2. Write notes on any *five* out of eight :

(i) BCG Matrix

(ii) Segmentation Vs Targeting

~~(iii)~~ Public Relations Vs Publicity

~~(iv)~~ Promotional Pricing

(v) Blue Ocean Strategy

~~(vi)~~ Branding and its importance

(vii) Inbound Marketing

(viii) Value Based Pricing

$3 \times 5 = 15$

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(5)

Turn Over

Part-B

10 each

3. Differentiate Sales and Marketing. What are core marketing concepts ?

Or

Discuss the various environmental factors that affect marketing operations of a business firms.

Part-C

10 each

4. What are basis and levels of Market Segmentation ?

Or

Differentiate Positioning and Segmentation. Write down various product positioning strategies.

Part-D

10 each

5. Discuss the various phases product life cycle with example.

Or

Write down factors affecting product price. Discuss various pricing strategies can be used by a company.

Part-E

10 each

~~6~~ Discuss the concept and levels of Marketing Channel.

Or

Discuss unique characteristics of a service. What are
7Ps of service marketing ?