

37124/A 240

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**I Semester B.B.A.3 Degree Examination, Nov./Dec. 2016**  
**PRINCIPLES OF MARKETING**  
**(Fresh and Repeaters New Syllabus)**

Time : 3 Hours

Max. Marks : 80

**Instructions:** 1) Mention the question number **serially and correctly**.  
2) Section – D is **compulsory**.

**SECTION – A**

1. Answer **any ten** of the following :

**(2×10=20)**

- i) Define marketing.
- ii) What is desire ?
- iii) What is societal marketing concept ?
- iv) What is economic environment ?
- v) What is market share ?
- vi) What is a market segment ?
- vii) What is positioning ?
- viii) What is trade promotion ?
- ix) What is PLC ?
- x) What is marketing mix ?
- xi) What is cost-plus pricing ?
- xii) What is local marketing ?

**SECTION – B**

Answer **any four** of the following :

**(5×4=20)**

2. Write a short note on :
  - a) Needs and Wants
  - b) Exchange and Transaction.
3. Explain briefly about the requirements of effective segmentation criterion.
4. Write the differences between marketing of consumer goods and industrial goods.

**P.T.O.**



5. Explain briefly about target marketing strategies.
6. Explain briefly about four P's of marketing.
7. Write a short note on personal selling.
8. Explain briefly the impact of political and social environmental forces on marketing decisions.

### SECTION – C

Answer **any three** of the following :

**(10×3=30)**

9. Explain various micro environmental forces in detail.
10. Explain the different stages of new product development.
11. Write a short note on :
  - a) Production concept
  - b) Marketing concept.
12. Give the basis of segmentation for the following :
  - a) Liquid hand wash
  - b) Ice-creams
  - c) Foot-wear
  - d) Generators
  - e) Life insurance products.

### SECTION – D

13. What is marketing plan ? Develop a marketing plan for a company manufacturing and planning to sell baby products such as soap, shampoo, oil etc. in states of Karnataka and Maharashtra. **(10×1=10)**
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