

B.B.A. (CBCS Pattern) Semester-III
UCB3C04 - Principles of Marketing Management-I

P. Pages : 1

Time : Three Hours



GUG/W/24/10601

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

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|-----------|---|-----------|
| 1. | a) Discuss the role and functions of Marketing Manager. | 8 |
| | b) Write the relevance of Marketing in a developing economy. | 8 |
| OR | | |
| | c) Discuss the functions of marketing and approaches to the study marketing. | 16 |
| 2. | a) State the nature and scope of Rural marketing. | 8 |
| | b) Discuss the strategies of marketing. | 8 |
| OR | | |
| | c) What do you understand by marketing planning? How can an ideal plan be prepared? | 16 |
| 3. | a) Explain the concept of marketing mix and state its scope. | 8 |
| | b) What are the Price Mix factors? State its importance. | 8 |
| OR | | |
| | c) What is product mix? Explain the factors influencing change in product mix. | 16 |
| 4. | a) State the classification of industrial product. | 8 |
| | b) Explain scope of sales management. | 8 |
| OR | | |
| | c) Explain in detail Marketing mix for industrial products. | 16 |
| 5. | Write short answers- | |
| | a) Concept of utility product mix. | 4 |
| | b) Tele marketing. | 4 |
| | c) Product life cycle. | 4 |
| | d) Approaches to the study of Marketing. | 4 |
