

B.B.A.- II (CBCS Pattern) Semester - III  
**UCB3C04 - Principle of Marketing Management-I**

P. Pages : 1

Time : Three Hours



**GUG/S/23/10601**

Max. Marks : 80

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

1. a) Discuss the role and functions of Marketing Manager. 8  
b) Explain the significance of Marketing. 8

**OR**

- c) Define Marketing. Discuss the functions of Marketing. 16  
2. a) What is E Business? State the importance of E Business. 8  
b) State the features of Service Marketing. 8

**OR**

- c) What is marketing planning and strategies? State its importance and objectives. 16  
3. a) What are the Price Mix factors? State its importance. 8  
b) What do you mean by Marketing Mix? State its importance. 8

**OR**

- c) Throw light on concept of product. Explain Product Life Cycle in detail. 16  
4. a) Explain the scope and importance of Management. 8  
b) Write a note on classification of Industrial Products. 8

**OR**

- c) What is Sales Management? Differentiate between Sales & Marketing 16  
5. Write short note on:  
a) Relevance of marketing in developing economy. 4  
b) Tele Marketing. 4  
c) Product Mix. 4  
d) Industrial Product Marketing Mix. 4

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