

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

P. Pages : 1

Time : Three Hours



GUG/W/22/10601

Max. Marks : 80

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

1. a) Write the relevance marketing in a developing economy. 8
b) State the role marketing Manager. 8
- OR**
- c) Explain the Significance and functions of Marketing. 16
2. a) Explain the importance of service marketing. 8
b) Write about the E-Business and E-Marketing. 8
- OR**
- c) Discuss the marketing planning and strategies. 16
3. a) Explain the importance of price mix factors. 8
b) Describe utility product mix and product concept. 8
- OR**
- c) Write meaning, concept and scope of marketing Mix. 16
4. a) State difference between sales & marketing. 8
b) Discuss the marketing mix for industrial products. 8
- OR**
- c) Write the meaning, significance and scope of sales management. 16
5. Write short note.
- a) Approaches to the study of marketing. 4
b) Rural marketing. 4
c) Product life cycle. 4
d) Classification of Industrial Products. 4
