

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10601

Max. Marks : 80

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

1. a) Discuss the role and function of marketing manager? 8
b) Explain the significance of marketing? 8

OR

- c) What marketing? Explain function of marketing. 16
2. a) Explain the what is E-Business? State the importance of E-Business. 8
b) State the feature of Service Marketing? 8

OR

- c) What is Marketing Planning Strategies? State the importance and its objective? 16
3. a) What do you mean by marketing mix state its objective? 8
b) What are the price Mix Factors? State it's Importance. 8

OR

- c) What is Product? Explain product life cycle in detail. 16
4. a) Describe Problems in Service Marketing. 8
b) Write note on Classification of Industrial Product. 8

OR

- c) Write note on scope nature and importance of marketing management. 16
5. Write short note:
a) Relevance of marketing in developing Economy. 4
b) Tele Marketing. 4
c) Product Mix. 4
d) Differentiate between sales and marketing. 4
