

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10601

Max. Marks : 80

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

1. a) Discuss the approaches to the study of marketing. **8**
b) Write the main components of modern marketing. **8**

OR

- c) State the objectives and significance of marketing. **16**
2. a) Explain the benefits of E- marketing. **8**
b) Discuss the strategies of marketing. **8**

OR

- c) State the advantages and disadvantages of Tele marketing. **16**
3. a) Explain the significance of product. **8**
b) Explain the term product life cycles and product simplifications. **8**

OR

- c) Write the meaning of price mix and state the factors influencing in price mix. **16**
4. a) Discuss the classification of industrial product. **8**
b) Explain the difference between 'sale' and 'marketing'. **8**

OR

- c) Explain its importance and objectives of sale management. **16**
5. Write short note.
a) Relevance of marketing in a developing economy. **4**
b) Service marketing. **4**
c) Elements of price mix. **4**
d) Features of sale management. **4**
