

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

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- 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

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