

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/10601**

Max. Marks : 80

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

1. a) Why marketing is important in today's business environment? Explain. **8**  
b) Write the relevance of Marketing in a developing economy. **8**

**OR**

- c) Elucidate marketing also explains significance & functions of Marketing. **16**  
2. a) State features of service marketing. **8**  
b) What do you mean by rural marketing? Give suitable details. **8**

**OR**

- c) What do you understand by marketing planning? How can an ideal plan be prepared? **16**  
3. a) Clarify 4 P's of Marketing Mix. **8**  
b) State methods of price mix. **8**

**OR**

- c) Explain product life cycle in detail. **16**  
4. a) Explain the scope and Importance of sales management. **8**  
b) Explain marketing mix for industrial products. **8**

**OR**

- c) Write importance of sales management & discuss difference between sales & marketing. **16**  
5. Write short note.  
a) Approaches to the study of marketing. **4**  
b) Tele marketing. **4**  
c) Elements of price mix. **4**  
d) What do you mean by industrial products. **4**

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