

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**
