

Total No. of Pages: 2

**5863**

Register Number:

Name of the Candidate:

**B.B.A. DEGREE EXAMINATION, December 2014**

**(BUSINESS LEADERSHIP)**

**(THIRD SEMESTER)**

**341: PRINCIPLES OF MARKETING**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. Define marketing.
2. Enumerate the concept of selling.
3. What do you mean by market segmentation?
4. What do you mean by socio-cultural environment?
5. Enumerate the buying decision process.
6. What do you mean by niche marketing?
7. What do you mean by marketing information system?
8. What do you mean by promotion mix?
9. Enumerate the factors influencing pricing.
10. What do you mean by labeling?

**SECTION-B**

**Answer any THREE questions**

**(3 × 10 = 30)**

11. Differentiate selling concept with marketing concept.
12. Write a brief note on demographic, economic and natural environment in detail.
13. Write a brief note on product planning and deciding on product policy.
14. Explain the elements of promotion mix in detail.
15. Explain the concept and components of marketing information system.

16. Discuss the scope and techniques of marketing research.

**SECTION-C****Answer any TWO questions****(2 × 15 = 30)**

17. Write an essay on growing relevance of marketing in India with examples.
18. Explain the factors influencing buyer behaviour
19. Discuss the role of advertising and advertising media in promotion of products.
20. Explain the scope and techniques of marketing research.

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