

**NRT/KS/19/5548**

**Bachelor of Business Administration (B.B.A.) Semester–II Examination**

**PRINCIPLES OF MARKETING MANAGEMENT**

**Compulsory Paper–1**

Time : Three Hours]

[Maximum Marks : 80

**N.B. :—** (1) **ALL** questions are compulsory.

(2) All questions carry equal marks.

1. (a) Define Marketing Management. Explain the concept of Modern Marketing.
- (b) Discuss the core concepts of Marketing.

**OR**

- (c) Explain the nature and scope of marketing.
- (d) Marketing has paramount importance in modern society. Explain.
2. (a) Define segmentation. Explain its importance.
- (b) Explain the concept of Targeting. What are its types ?

**OR**

- (c) What do you understand by Positioning ? Explain its importance.
- (d) What is Brand Positioning ? Explain in detail.
3. (a) Explain the concept of Product Mix. Also explain different types of products.
- (b) Define Product Life Cycle. Discuss its stages.

**OR**

- (c) What do you understand by Branding ? Explain its importance.
- (d) Explain different types of distribution channels.
4. (a) Explain Pricing. Discuss the various factors influencing pricing.
- (b) Explain the different methods of pricing.

**OR**

- (c) Explain the factors influencing consumer behaviour.
- (d) What do you understand by Marketing Information System ? Explain its importance.
5. Write short notes :
  - (a) Production concept
  - (b) Brand Re Positioning
  - (c) Branding and Packaging
  - (d) Scope of consumer behaviour