

VI Semester B.B.M. Examination, June/July 2011
PRINCIPLES OF MARKETING

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **two** marks. **(2×5=10)**

1. a) Define marketing.
- b) Define marketing research.
- c) Define the corporate planning process.
- d) Define consumer protection.
- e) What are pricing discounts ?
- f) What is USP ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

2. Explain the marketing process.
3. Explain market trends.
4. What are the social aspects of marketing ?
5. List the deficiencies of consumerism.
6. What are promotion objectives ?

P.T.O.

SECTION – C

Answer **any five** questions. **Each** question carries **ten** marks.

(5×10=50)

7. Explain any five sales promotion technique.
 8. Critically evaluate the various pricing strategies.
 9. Explain the different stages in product life cycle and strategies used in each stage.
 10. Explain the various components of product mix.
 11. Discuss the various approaches for segmentation.
 12. Explain the features of a good brand name.
 13. Explain the various steps involved in developing a new product.
 14. Discuss the scope and objective of market information system.
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