



Yogoda Satsanga Mahavidyalaya

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



BBA SEMESTER -III

PAPER NAME- PRINCIPLES OF MARKETING

PAPER CODE C-6

Short Answer Questions. (5 Marks)

1. What is Market?
2. What is Price?
3. Define Product?
4. What is Segmentation?
5. Write any two characteristics of promotion.
6. Distinguish between Selling & Marketing.
7. What is Branding?
8. What is packaging?
9. What is Market Repositioning?
10. What is Marketing Research?
11. What is Marketing Information System?
12. What is Marketing Channels?
13. What is Product Mix?
14. What are different types of Intermediaries?
15. What is Product life cycle?

Logn answer questions. (15 marks)

1. What is the nature and importance of marketing?
2. What are the strategies to deal with internal & external environment?
3. What are the Basis for Segmenting Consumer Markets?
4. What is buying process?
5. What are the factors affecting buying decision Process?
6. Explain in PLC? What is PLC marketing strategies?
7. What are the Determinants of Price?
8. What are different pricing methods?
9. What are the types of Retailers & Wholesalers?
10. What are 7P's for service firms?
11. What are Factors determining promotion mix?
12. Write notes on Advertisement, Sales Promotion, Public Relations, Publicity and Personal Selling?
13. What is Marketing Information System? What are its components?



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14. What are the objectives and process of Marketing Research?
15. What is Marketing Audit?