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DCBB311

Reg. No.

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III Semester B.B.A.(Regular, AM and Business Analytics) Degree Examination,
December/January - 2025/26

BUSINESS ADMINISTRATION

Principles of Marketing

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any Five Sub-questions. Each Sub-question carries 2 marks. (5×2=10)

1. a) What do you mean by market?
- b) What is Product?
- c) Give the meaning of Consumer behaviour
- d) What do you mean by Social media marketing?
- e) What is Test marketing?
- f) What do you mean by Skimming pricing?
- g) What is advertising?
- h) Give the meaning of Marketing Mix.



SECTION - B

Answer any FOUR of the following questions. Each question carries 5 marks.

(4×5=20)

2. Write a note on Importance of green marketing.
3. State the five benefits of Market segmentation.
4. Briefly explain the classification of product.
5. What are the steps involved in planning a new product.
6. Write a note on the Importance of marketing.
7. List out any five factors influencing consumer behaviour.

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SECTION - C

Answer any Three of the following questions. Each question carries 15 marks.

(3×15=45)

8. What is Market Segmentation? Explain in detail the bases for market segmentation.
9. What is meant by Pricing? Explain the factors influencing the pricing policy of a firm
10. Explain the factors affecting choice of distribution channel
11. Explain the various approaches to the study of marketing.
12. Explain the recent trends in marketing.

SECTION - D

Answer the following question. The question carries 5 marks.

(1×5=5)

13. Design a marketing mix for an imaginary product.
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