**FYUGP BBA BUSINESS MANAGEMENT**

**Semester III**

**PRINCIPLES OF MARKETING**

**Part A. Objective Type Questions (1 Mark)**

1. Define marketing.
2. State one element of the marketing mix.
3. What is meant by macro environment?
4. Mention any one core marketing concept.
5. State the meaning of marketing environment.
6. What is market segmentation?
7. Define positioning.
8. Mention one factor influencing consumer behavior?
9. What is product differentiation?
10. What is meant by a target market?
11. Define product mix.
12. State any one classification of products.
13. What is branding?
14. Mention one objective of packaging.
15. What is meant by the product life cycle?
16. What is price?
17. Define wholesaling.
18. What is sales promotion?
19. Mention one element of the promotion mix.
20. What is meant by personal selling?
21. What is global marketing?
22. Define green marketing.
23. What is meant by relationship marketing?
24. State the meaning of digital marketing.
25. Mention one feature of online marketing.

**Part B. Two – three Sentences Questions (2 Marks)**

1. Differentiate between micro and macro marketing environment.
2. State any two elements of the marketing mix.
3. What is the importance of studying marketing environment?
4. Explain the term core marketing concepts.
5. Give two features of the marketing concept.
6. State two psychological factors influencing consumer buying.
7. Write a short note on market segmentation.
8. Mention two differences between market segmentation and product differentiation.
9. What is the role of positioning in marketing strategy?
10. What is the importance of target market selection?
11. Explain the significance of branding.
12. List two types of consumer products.
13. Write a short note on labelling.
14. What is the concept of after-sales service?
15. State the relevance of the product life cycle in product decisions.
16. Mention two factors affecting pricing decisions.
17. State any two characteristics of advertising.
18. Write a short note on the importance of distribution channels.
19. What is the meaning of public relations?
20. State two objectives of sales promotion.
21. What is social marketing?
22. Mention two features of service marketing.
23. Write a short note on sustainable marketing.
24. What is customised marketing?
25. State any two applications of micro marketing.

**Part C. Short Answer Questions (4 Marks)**

1. Explain the nature and scope of marketing.
2. Describe the elements of the marketing mix with examples.
3. Discuss the importance of understanding macro and micro environmental factors.
4. Explain the evolution of marketing concepts over time.
5. Describe the stages of the consumer buying process.
6. Explain the importance and bases of market segmentation.
7. Distinguish between product differentiation and market segmentation.
8. Discuss the significance of positioning in competitive markets.
9. Discuss the classifications of products with suitable examples.
10. Explain the components of a product mix.
11. Write a brief note on the role of branding and packaging in influencing consumer purchase decisions.
12. What is the importance of the product life cycle in marketing planning?
13. Discuss the factors influencing pricing decisions of a product.
14. Explain the different types of distribution channels.
15. Describe the communication process in marketing.
16. Explain the components and importance of a promotion mix.
17. Discuss the role and scope of digital marketing in modern business.
18. Explain the concept and benefits of relationship marketing.
19. Compare global marketing with customised marketing.
20. Describe the role of social marketing in creating social value.

**Part D. Long Answer Questions (6 Marks)**

1. Explain the core marketing concepts and their relevance in today’s dynamic environment.
2. Evaluate the importance of understanding marketing environment while designing marketing strategies.
3. Analyze the elements of the marketing mix and propose a suitable mix for a new product.
4. Discuss in detail the factors affecting consumer buying behaviour with examples.
5. Evaluate the importance of segmentation, targeting and positioning in successful marketing strategy.
6. Compare and contrast market segmentation and product differentiation with suitable illustrations.
7. Design a product strategy including branding, packaging and labelling for a new consumer product.
8. Analyze the stages in the product life cycle and recommend strategies for each stage.
9. Evaluate the role of after-sales services in building customer loyalty and retention.
10. Analyze different pricing strategies and recommend the best for a new entrant in the FMCG sector.
11. Discuss the role and effectiveness of various promotion tools in achieving marketing communication goals.
12. Design a distribution strategy for a digital product targeted at urban youth.
13. Evaluate the impact of digitalisation on marketing functions using examples of current trends.
14. Analyze how sustainable marketing helps in achieving long-term business goals.
15. Discuss the growth and challenges of online and direct marketing in India.
16. Propose a comprehensive digital marketing strategy for a small business.