

Register Number :

Name of the Candidate :

**6 7 8 1**

**B.B.A. (Business Applications)  
DEGREE EXAMINATION, 2008**

( FIRST YEAR )

( PART - III )

( PAPER - III )

**150. MARKETING PRINCIPLES**

December ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION - A** (10 × 2 = 20)

*Answer ALL questions.*

*Each question carries TWO marks.*

1. What is marketing ?
2. Define market segmentation.
3. What is environmental threat ?
4. What do you mean by vertical price fixing ?

**Turn over**

5. Explain the term brand loyalty.
6. Define learning.
7. What is primary data ?
8. What do you mean by Depth interview.
9. What is pure competition ?
10. Explain odd pricing.

**SECTION - B** (4 × 10 = 40)

*Answer any FOUR out of SIX questions.*

*Each question carries TEN marks.*

11. Explain the meaning, nature and scope of marketing.
12. Briefly discuss the various environmental factors affecting the marketing function.
13. Explain the importance of Buyer decision process in detail.
14. Discuss the characteristics of market positioning.
15. Explain the nature and importance of Management Information System.

16. Explain the significance of price elasticity of demand.

**SECTION - C** ( 2 × 20 = 40 )

*Answer any TWO questions.*

*Each question carries TWENTY marks.*

17. Explain the various elements of marketing mix in detail.
18. Discuss in detail the modern concept of marketing.
19. Explain the various methods of collecting primary data.
20. Discuss the importance of learning theory to the understanding of buyer behaviour.