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FACULTY OF LAW

B.B.A. LL.B. (5 YDC) I -Year II-Semester Examination, August / September 2018

Subject: L A W

Paper – III : Principles of Marketing

Time : 3 Hours

Max. Marks : 80

PART – A (5x6=30 Marks)

Answer any FIVE of the following:

- 1 Concept of Marketing
- 2 Importance of Marketing
- 3 Indian Marketing Environment
- 4 Market segmentation
- 5 Product positioning strategies
- 6 Pricing Decision
- 7 Product Diversification
- 8 Consumer Behaviour

PART – B (4x12½ = 50 Marks)

Answer any FOUR of the following questions:

- 9 Explain the strategy marketing planning giving importance to segmentation strategy.
- 10 Break-Even Analysis and Target Profit pricing
- 11 Steps you propose for New product Development and to manage the product life cycle.
- 12 Technique to be followed for pricing strategies.
- 13 The objectives of integrated marketing.
- 14 Steps to initiated for good marketing by a marketing manager.
- 15 Impact of Economic Environment on Business.
- 16 Factors influencing of pricing Decision.
