



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Third Semester – Fall 2021

Roll No.

Paper: Principles of Marketing

Course Code: BBA-201

Time: 3 Hrs. Marks: 60

Q.1. Answer the following Short Questions:

(6x5=30)

- I. State difference between marketing and advertising.
- II. What are the different considerations to segment a market?
- III. Discuss the major stages in *New Product Development*.
- IV. Explain the step of marketing process: *Build profitable relationships and create customer delight*.
- V. What are the actors in the Macroenvironment
- VI. How publicity is beneficial for a company?

Q.2. Answer the following questions.

(3x10=30)

I: Explain the importance of Pricing for a firm? How price of product influences its sale? Briefly discuss the pricing policies of a firm. (10)

II: Briefly discuss the channels of distribution. Why these are important for organization? Provide comparative analyses for channels of distribution and provide examples to support you answers. (10)

III: Compare and contrast consumer needs, wants, and demands. Describe the needs versus the wants for the products: (a) Nike Shoes and (b) iPod. (10)