

**2/H-65 (vi) (Syllabus-2015)**

**2 0 2 2**

**( May/June )**

**BUSINESS ADMINISTRATION**

**( Honours )**

**( Principles of Marketing )**

**( BBAH-203 )**

*Marks : 75*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**PART—A**

**( Marks : 15 )**

**UNIT—I**

- 1. Define the following terms with appropriate examples :**

**3**

**(a) Need**

**(b) Satisfaction**

**(c) Demand**

( 2 )

Or

What are the conditions that will determine effective segmentation?

UNIT—II

2. Briefly describe the different levels of a product. 3

Or

Briefly explain any three roles of branding.

UNIT—III

3. Explain any one of the pricing objectives. 3

Or

Explain any three factors associated with lower price sensitivity.

UNIT—IV

4. What are the functions of marketing channels? 3

Or

What are the elements of the promotion mix?

( 3 )

UNIT—V

5. Give reasons why a market follower uses a strategy of product imitation to be profitable. 3

Or

What are the justifications for a firm to use niche marketing as a strategy?

PART—B

( Marks : 50 )

UNIT—I

6. Discuss the segmentation of consumer markets on the basis of demographic and psychographic factors. 10

Or

What is market targeting? Explain the different patterns of target market selection.

2+8=10

UNIT—II

7. List the key steps in new product development. Explain the different methods and sources used for the generation of new product ideas. 2+8=10

( 4 )

Or

What are the functions of packaging?  
Explain the growing importance of packaging  
as a marketing tool. 3+7=10

UNIT—III

8. Explain the following pricing methods with  
the help of relevant examples : 5+5=10

- (a) Markup pricing  
(b) Perceived value pricing

Or

Discuss different forms of discriminatory/  
differentiated pricing along with the  
conditions for it to work as a price adaptation  
strategy. 10

UNIT—IV

9. Discuss the channel management decisions  
for a firm that has finalized its channel  
alternatives. 10

Or

What are the common causes of channel  
conflicts? How may a firm manage these  
conflicts? 5+5=10

( 5 )

UNIT—V

10. Briefly describe Porter's five forces model of  
competition. 10

Or

Discuss any three of the general attack  
strategies that may be adopted by a market  
challenger.

PART—C

( Marks : 10 )

11. Answer the following questions based on the  
scenario given below : 10

Magic Mom is a firm selling ready to eat  
noodles. It started in 1994 and is today one  
of the top 5 brands in this category. It is  
about to launch a new range of 3 flavours of  
noodles with 3 different packaging of  
250 gm, 500 gm and a family pack of 4 units  
of 250 gm. Priced competitively, the product  
is to hit the markets sometime in August  
2022. The target market over the years has  
been mostly urban, suburban, young and  
small working families belonging mostly to  
the middle income class. The proposed  
budget for this promotion campaign is ₹ 4  
crores.

*Question :*

What would you suggest the firm to use regarding media as well as other promotional tools to successfully-launch this product? Justify your answer.

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