

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-7)**  
**PRINCIPLES OF MARKETING**  
Subject Code : BHMCT-705-18  
M.Code : 90761  
Date of Examination : 05-01-2023

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

**1. Write briefly :**

- a) Differentiate between Sales and Marketing.
- b) What is Mass Marketing?
- c) What is market segmentation?
- d) What is Product lifecycle?
- e) What is micro environment?
- f) What is meant by integrated marketing communications? %
- g) What is branding?
- h) What is positioning?
- i) What is marketing environment?
- j) What is Marketing Mix?

## **SECTION-B**

2. Discuss the different strategies and basis of market segmentation
3. Discuss advantages and disadvantages of promotion mix.
4. Define product Pen down the product life cycle.
5. Differentiate between customer needs, wants and demand.
6. Discuss the following marketing concepts production, selling and societal marketing.

## **SECTION-C**

7. Discuss the 7 P's related to service marketing and factors affecting marketing mix.
8. Discuss the various types of channels of distribution and the factors affecting the decision.
9. Discuss the importance, objectives, designing strategies and pricing techniques.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**