

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 1 st & 1 st
Course Name: Principles of Marketing	Course Code: BBD-103-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define marketing and explain its meaning.	1
2	Explain the main stages in the evolution of marketing?	2
3	Mention any three importance of marketing in business.	1
4	Explain the concept of marketing myopia.	2
5	Define holistic marketing?	1
6	List the different approaches to marketing.	1
7	Describe information technology and explain how it support marketing functions.	2
8	Mention any four factors affecting the marketing environment.	1
9	Define the term marketing mix.	1
10	List the components of marketing mix.	1

Long answer questions

Q.N.	Question	KL
1	Discuss the evolution of marketing and its importance in the modern business environment.	1
2	Explain the concept of marketing myopia and holistic marketing with examples.	2
3	Describe the factors affecting the marketing environment and their implications for marketing decisions.	2

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Unit II

Short answer questions

Q.N.	Question	KL
1	Define market segmentation.	1
2	State the need for market segmentation.	1
3	Explain the different bases for market segmentation.	2
4	Explain the concept of target marketing.	2
5	Define positioning	1
6	Define USP (Unique Selling Proposition).	1
7	Describe the relationship between MIS and marketing research.	2
8	Mention the significance of studying consumer behaviour.	1
9	Explain the psychological factors influencing consumer behaviour.	2
10	List the stages in consumer buying decision process.	1

Long answer questions

Q.N.	Question	KL
1	Discuss the importance and bases of market segmentation and how target markets are selected.	1
2	Explain the concept of positioning and its role in creating a Unique Selling Proposition (USP).	2
3	Describe the relationship between Marketing Information System (MIS) and Marketing Research with suitable examples.	2
4	Explain the meaning of Consumer behaviour along with its process and factors affecting it.	2

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define a product and its characteristics.	1
2	Define the three levels of a product?	1
3	Explain the concept of Product Life Cycle (PLC).	2
4	Explain the significance of PLC in marketing.	2
5	Mention the stages of new product development process.	1
6	Define pricing policies.	1
7	State any three factors affecting pricing decisions.	1
8	Define branding and explain its purpose.	1
9	Define the objectives of packaging, branding and labelling.	1
10	Explain the difference between branding and packaging.	2

Long answer questions

Q.N.	Question	KL
1	Explain the stages of new product development process with appropriate marketing strategies at each stage.	2
2	Discuss the concept of Product Life Cycle (PLC) and its significance in product decisions.	1
3	Describe the factors affecting pricing decisions and explain major pricing policies.	2

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Unit IV

Short answer questions

Q.N.	Question	KL
1	Define market logistics.	1
2	Define the channels of distribution.	1
3	List the different types of channels of distribution.	1
4	State the factors affect the choice of distribution channels.	1
5	Define promotion mix.	1
6	Mention the elements of promotion mix.	1
7	Define green marketing	1
8	Explain the concept of ethics in marketing.	2
9	Describe the role of public relations in promotion	`2
10	Mention any two recent developments in marketing.	1

Long answer questions

Q.N.	Question	KL
1	Explain the types and functions of distribution channels and factors affecting their selection.	2
2	Discuss the various elements of promotion mix and their importance in marketing communication.	1
3	Define green marketing, ethical issues, and recent developments in marketing practices.	1