

1/21

1212N964

Candidate's Seat No: \_\_\_\_\_

BBA in AVI (NEP) Sem.-3 Examination

DSC-C-AVI-233

Principles of Marketing in Ser Ind.

Time : 2.00 Hours]

December-2025

[Max.Marks : 50

**Instructions:**

- 1) Figures to the right indicate Full Marks.
- 2) Do not write anything on the question paper.
- 3) Do not use scientific calculator.

Q1.	Explain how marketing concepts have evolved from the Production Concept to the Societal Concept, and support your answer with suitable business examples for each stage.	10
Q2.	Marketing is both an art and a science. Discuss this statement with reference to the nature and scope of marketing.  <b>OR</b>  What are the primary goals of pricing? Describe how these goals influence a company's price decisions.	10
Q3.	Describe the main elements of the promotion mix. Briefly explain advertising, personal selling, sales promotion, publicity, and public relations with examples.  <b>OR</b>  Explain the importance of price in marketing and describe how pricing affects consumer decisions and a company's profitability.	10
Q4.	What are the main factors affecting channel decisions? Explain with suitable examples.  <b>OR</b>  Discuss the role of public relations in marketing. Explain its concept, features, and the major parties involved.	10
Q5.	Describe the roles and services offered by channel members and explain how they contribute to efficient product distribution.	10

