

IMBA 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.	Discuss the evolution of marketing concepts from the Production Concept to the Societal Concept. Give 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. OR What are the main objectives of pricing? Explain how these objectives guide the pricing decisions of a business.	10
Q3.	Discuss the significance of price in marketing. How does price influence consumer behavior and company profits? OR Describe the main elements of the promotion mix. Briefly explain advertising, personal selling, sales promotion, publicity, and public relations with examples.	10
Q4.	Discuss the role of public relations in marketing. Explain its concept, features, and the major parties involved. OR What are the main factors affecting channel decisions? Explain with suitable examples.	10
Q5.	Explain the services provided by channel members. How do they help in effective product distribution?	10