



DOON UNIVERSITY, DEHRADUN
End Semester Examination, Third Semester, 2023
Academic Year 2023-24 (Odd Semester)
School of Management
Programme Name BBA
Course Code with Title: BAC 203 Marketing Theory and Practices

Time Allowed 2.00 Hours

Maximum Marks: 50

Section A

The Promotion mix for a vacuum cleaner would certainly differ from the promotion mix of Banking Services. WHAT promotion mix you would use and WHY if you were developing the promotion mix of the following products?
(Marks:5*2=10)

1. Luxury Cars
2. Chocolates
3. Hotels
4. Public Service Advertisements
5. Real State

Section B

Answer any FOUR of the following.

(Marks: 4*5=20)

1. Explain marketing information system with its scope.
2. What are the different steps in the process of new product development? Explain them in short.
3. Write any four advantages of pricing and explain cost plus pricing.
4. What is the concept of sales promotion? Explain its types.
5. Explain the strengths and weakness of internet marketing in India.

Section C

Attempt any TWO questions in detail.

(Marks: 2*10=20)

1. Explain marketing channels in detail. Describe different types of intermediaries of marketing channels.
2. What is consumer behaviour? Explain the factors which affect the consumer buying behaviour.
3. "Marketing is the delivery of a standard of living to the society." Keeping this in mind explain the importance of marketing management.

