



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

### BBA 2219 Principles of Marketing

**Duration: 2 Hrs**

**Marks: 60**

#### Part-A

**I. Answer any four questions**

**4\*15 = 60**

1. Explain the importance of marketing.
2. What are the various kinds/types of pricing?
3. Enumerate the concept of Product Life Cycle.
4. Write down the reasons for branding.
5. Elucidate the seven P's of marketing and explain them.
6. Enumerate the functions of packaging.