



**SURESH
GYAN VIHAR
UNIVERSITY**
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	BBA	Principles of Marketing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What are the responsibilities of marketing manager?
- B. How political and legal forces affect the marketing activities of an organization?
- C. What are the traditional and modern concept of marketing?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Meaning of promotion
- B. Brand equity
- C. People oriented approach
- D. Sales analysis
- E. Monopoly pricing



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INTERNAL ASSIGNMENT - 2

Course	BBA	Principles of Marketing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Discuss the functions and services of wholesaler
- B. Marketing manager is a mixture of all marketing ingredients discuss
- C. Explain three dimensions of product concept

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Line stretching
- B. Dual pricing
- C. Essentials of effective selling
- D. Brand strategy
- E. Product innovation