



## INTERNAL ASSIGNMENT - 1

Course	BBA	Principles of Marketing
Year	2	
Total Marks:	100	

**Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)**

- A. What are the types of market?
- B. Define marketing management with appropriate definition
- C. What are the traditional and modern concept of marketing?
- D. Marketing manager is a mixture of all marketing ingredients discuss
- E. Explain the marketing planning process

**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>BBA</b>	<b>Principles of Marketing</b>
<b>Year</b>	<b>2</b>	
<b>Total Marks:</b>	<b>100</b>	

**Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)**

- A.** What are the ingredients of the basic model of buyer behavior?
- B.** List and discuss the five needs in Maslow's needs wants hierarchy
- C.** What are the managerial decision areas covered by marketing research?
- D.** What are the 7 P's of marketing?
- E.** What are the responsibilities of marketing manager?