

Roll No.

(12/19-II)

4834

B. Com. EXAMINATION

(For Batch 2011 to 2016 Only)

(Third Semester)

PRINCIPLES OF MARKETING

BC-304

Time : Three Hours

Maximum Marks : 80

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Explain the following in brief :
 - (i) Define Marketing Management.
 - (ii) Meaning of Market Segmentation.
 - (iii) What is meant by Product in Marketing ?
 - (iv) What is Core Product ?
 - (v) Meaning of Label

- (vi) Trade mark
- (vii) Product Life-cycle
- (viii) Advertising.

2. Define Marketing and discuss its nature and scope in detail.
3. What is Marketing Mix ? Discuss the forces which affect the marketing mix.
4. Define Marketing Environment. What are its components ?
5. Discuss the importance of buyer behaviour study. Explain the factors affecting buyer behaviour.
6. What is Brand ? What are the essentials of a good brand name ? Explain the importance of branding.
7. What are the factors influencing pricing ? Explain the pricing procedure.

8. Explain the Promotion Mix. Discuss those factors which affect the promotion mix.
9. What is Sales Promotion and what are the different methods used for Sales Promotion.