

Roll No.

Total Pages : 3

352302

December 2023
B.Com. (Honours) - III SEMESTER
Principles of Marketing
(BCOMH-302)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.
2. Answer any four questions from Part-B in detail.
3. Different sub-parts of a question are to be attempted adjacent to each other.

PART-A

1. Briefly explain the following :

- (a) Product line. (1.5)
- (b) Sales forecasting. (1.5)
- (c) Product life cycle. (1.5)
- (d) Advertising. (1.5)
- (e) Online retailing. (1.5)
- (f) Packaging. (1.5)

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- (g) Marketing environment. (1.5)
- (h) Permission marketing. (1.5)
- (i) Consumer decision making. (1.5)
- (j) Wholesaling. (1.5)

PART-B

- 2. (a) Explain the steps involved in conducting a marketing research. (10)
- (b) Differentiate between selling concept and marketing concept. (5)

- 3. (a) What is consumer behaviour? Explain various factors influencing consumer buying behaviour. (10)
- (b) What is network marketing? (5)

- 4. (a) What do understand by market segmentation? Describe bases/ criteria for segmenting the market. (10)
- (b) Discuss the concept of positioning. (5)

- 5. (a) Discuss different stages of new product development process. (7.5)
- (b) Explain the factors determining the choice of a suitable channel of distribution. (7.5)

- 6. (a) What are the components of a marketing information system? (7.5)
- (b) What is sales promotion? Explain the various tools/ methods used for sales promotion. (7.5)

7. Write short notes on the following :

- (a) Green marketing. (7.5)
- (b) Personal selling. (7.5)