



AB-2755

Third Year B. Com. (Honours) (Sem. V) Examination
March/April – 2015
Principles of Marketing

Time : 2 Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दर्शावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कपनी. Fillup strictly the details of signs on your answer book.	Seat No.:
Name of the Examination :	<input type="text"/>
<input type="text" value="THIRD YEAR B. COM. (HONOURS) (SEM. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PRINCIPLES OF MARKETING"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="7"/> <input type="text" value="5"/> <input type="text" value="5"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) All question are **compulsory**.
(3) Figures to the **right** indicate marks.

- 1 Answer in short : 10
- (1) Define marketing and state its functions.
(2) Explain different types of marketing.
(3) State the importance of packaging.
(4) What are the traits of a successful brand ?
(5) Explain consumer behaviour.
- 2 (a) Write a detailed note on marketing mix. 6
(b) Explain marketing environment state the factor which constitute the environment. 7
- 3 (a) Define 'Product' and explain 'PLC'. 6
(b) Write a detailed note on 'New Product Development Strategy'. 7
- 4 Write short notes on : 14
- (1) Evolution of marketing
(2) Basis of market segmentation.