



AD-2796

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

Time : Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. 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. 6)"/>	<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="9"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

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

- 1 Answer in short : 10
- 1) Explain skim-the-cream pricing policy.
 - 2) What is Special event pricing?
 - 3) What is a hyper market?
 - 4) Explain C and F agent.
 - 5) State 5 M's of advertising.
- 2 Define Pricing. Explain in detail about various pricing policies. 10
- 3 a) Write a detailed note on functions & services of retailer? 5
b) What are the functions performed by marketing channels? 5
- 4 a) Explain AIDAS Concept and essential elements of an effective advertisement. 5
b) Write a detailed note on medias of Advertising. 5
- 5 Write short notes : 10
- a) Promotion mix
 - b) Salesmanship.