



DRR-2796

Third Year B. Com. (Honours) (Sem. VI) Examination
March / April – 2016
Principles of Marketing

Time : Hours]

[Total Marks : 50

Instructions :

(1)

नीचे दशांशिक 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. VI)"/>	<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 Brief : 10

- (1) State 5 M's of advertising.
- (2) Explain DAGMAR.
- (3) What do you mean by convenience store ?
- (4) Explain the concept of super market.
- (5) State the types of Transportation.

2 (A) Explain any Five types of pricing policies in detail. 5

(B) Explain the effects of advertising campaign. 5

3 (A) Write a detailed note on modern retail outlets. 5

(B) Discuss in detail about services provided by whole sellers. 5

- 4 (A) Define Advertising. Explain its strength and weaknesses. **5**
(B) Write a detailed note on standardization and grading. **5**
- 5 Write short notes : **10**
- (1) Discount and rebates.
- (2) Inventory control.
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