

## BA-2008000206060021

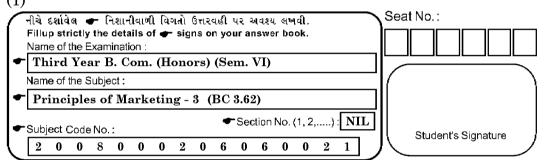
## Third Year B. Com. (Honors) (Sem. VI) Examination April - 2022

Principles of Marketing - 3 (BC 3.62)

Time: 2 Hours] [Total Marks: 50

## **Instructions:**

(1)



- 2. Write to-the-point answers.
- 3. Question 1 and Question 6 is compulsory.
- 4. Attempt any two questions out of Q.2, Q.3, Q.4, Q.5.
- 5. Check the options clearly before attempting.
- 6. Figures to the right indicate marks allotted to that question.
- 7. Draw diagram wherever necessary.
- 1 Answer the following questions in brief: (Any Five) 10
  - a. What is skimming pricing?
  - b. Explain any one method of pricing of a product in brief.
  - c. What is the importance of discounts and rebates in pricing?
  - d. Why distribution channel is needed?
  - e. What is standardisation?
  - f. Give any two examples of three level channel.
  - g. What is optimum promotion mix?
  - h. Mention various elements of promotional mix.
  - i. What do you mean by publicity?
  - j. Define Advertisements.

## Attempt any two questions out of Q.2, Q.3, Q.4 and Q.5.

business scenario. Explain various factors that affect pricing of a product.
3 Explain concept, role and types of distribution channels 14

What is pricing? Discuss significance of pricing in todays 14

- 3 Explain concept, role and types of distribution channels 14 with suitable examples.
- 4 a. Write a note on personal selling. 7
  b. Write a note on traits of a salesmen. 7
- 5 a. Write a note on transportation. 7
  b. Write a note on importance of advertising. 7
- 6 Write short note on any two:
  - a. Any Two Methods of Pricing
  - b. Functions of Wholesalers

2

- c. Appeal and Content in advertisements
- d. Time Utility, Place Utility and Possession Utility in distribution.

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