A-2670
B. Com. (Sem. III) Examination
March/April – 2015
Marketing : Paper - I

Time : Hours [Total Marks : 50]

(1) (2) 
(2) 

1 
(1) 
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Instructions : (1) As per the instruction no. 1 of page no. 1.
(2) Question 1 and 4(b) are compulsory.

1 Answer in brief.
   (1) Define Marketing.
   (2) What is green Marketing?
   (3) Give examples of durable & non durable goods.
   (4) State the functions of marketing.
   (5) Give the meaning of product line with examples.

2 Explain Assembling & after sale services as marketing functions.

OR

2 (a) Explain the importance of marketing.
(b) What is consumerism? give reasons for it.

3 (a) Give brief idea about product life cycle.
(b) Give Advantages of standardisation & grading.

OR

3 (a) Explain the factors affecting product mix.
(b) Discuss the functions of Labeling.

4 (a) Write notes on (Any two)
   (1) Reasons for product failure.  (2) Social Marketing.
   (3) Types of standards.  (4) Market Test.

(b) Case:
Surbhi Ltd. is a company dealing in multiple cosmetic products. It wants to sell its products throughout India. Suggest the types of packaging it can use for its products, which should also save its cost. Give reasons for your answer.