AB-2755
Third Year B. Com. (Honours) (Sem. V) Examination
March/April – 2015
Principles of Marketing

Time : 2 Hours ] [Total Marks : 50

Instructions :
(1) Fill up strictly the details of and signs on your answer book.
Name of the Examination :
THIRD YEAR B. COM. (HONOURS) (SEM. 5)
Name of the Subject :
PRINCIPLES OF MARKETING
Subject Code No. : 2 7 5 5
Section No. (1, 2,......), Nil

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

1 Answer in short :
(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 :
(1) Evolution of marketing 14
(2) Basis of market segmentation.