AD-2796
Third Year B. Com. (Honours) (Sem. VI) Examination
April/May – 2015
Principles of Marketing

Time : Hours] [Total Marks : 50

Instructions :

1. Fill up strictly the details of signs on your answer book.

(1) Name of the Examination : THIRD YEAR B. COM. (HONOURS) (SEM. 6)

Name of the Subject : PRINCIPLES OF MARKETING

Subject Code No : 2 7 9 6 Section No 1, 2, ..., Nil

(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.

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