



K-0691

Third Year B. Com. (Honours) Examination
October/November – 2012
Principles of Marketing : BC - 3.62

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशावेव 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="T. Y. B. COM. (HONOURS)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PRINCIPLES OF MARKETING : BC - 3.62"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="6"/> <input type="text" value="9"/> <input type="text" value="1"/>	<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 full marks of the question.

- 1 Answer in brief : 10
- (1) List out the traits of a successful brand.
 - (2) What are the factors affecting choice of distribution channel ?
 - (3) Define 'product'. Give a list of features present in the product.
 - (4) What are the factors affecting pricing of a product ?
 - (5) Give the essential features of 'Marketing'.
- 2 Explain Kotler's concept of product line and product mix as a component of product. 10
- 3 Explain the term 'Advertising'. Also discuss the characteristics of an effective advertisement. 10
- 4 What do you understand by Marketing Mix. 10
Explain various P's of marketing mix.

- 5 Define 'Market Segmentation'. Discuss about the basis of segmentation. 10
- 6 Give a detailed idea of the importance and significance of consumer behaviour. 10
- 7 Write short notes : (any two) 10
- (1) Market Research
 - (2) Personal Selling
 - (3) Types of Publicity.
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