



UA-0691

Third Year B. Com. (Honours) Examination

February/March – 2012

BC - 3.62 : Principles of Marketing

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दर्शावेल ← निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी. Fillup strictly the details of ← signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
← Third Year B. Com. (Honours)	<input type="text"/>
Name of the Subject :	<input type="text"/>
← BC - 3.62 : Principles of Marketing	<input type="text"/>
← Subject Code No. : <input type="text"/> 0 <input type="text"/> 6 <input type="text"/> 9 <input type="text"/> 1 ← Section No. (1, 2,.....) : <input type="text"/> NIL	<input type="text"/>
	Student's Signature

- (2) All questions are **compulsory**.
(3) Figures to the **right** indicate marks.

- | | | |
|---|--|----|
| 1 | Answer in brief : | 10 |
| | (1) What are the objectives of marketing ? | |
| | (2) Explain marketing mix. | |
| | (3) What is the importance of packaging ? | |
| | (4) List out the channels of distribution. | |
| | (5) Define 'Market Research'. | |
| 2 | Explain the functions of marketing in detail. | 10 |
| 3 | Define market segmentation. What are the basis of segmentation ? | 10 |
| 4 | "Despite tremendous planning, why do products fail in the market ?". Explain. | 10 |
| 5 | What constitutes the marketing environment ? | 10 |
| 6 | Explain the importance of pricing and list out any seven pricing policies in detail. | 10 |
| 7 | Write short notes on : (any two) | 10 |
| | (1) Factors affecting channel choice | |
| | (2) Standardisation and grading | |
| | (3) Brand S-curve. | |

UA-0691]

[100]