

2008000205060021
EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (HONORS)
(FIFTH SEMESTER)
PRINCIPLES OF MARKETING – I – LEVEL 6

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. Fill up strictly the following details on your answer book

- a. Name of the Examination : **BACHELOR OF COMMERCE (HONORS)(FIFTH SEMESTER)**
 - b. Name of the Subject : **PRINCIPLES OF MARKETING – I-LEVEL 6**
 - c. Subject Code No : **2008000205060021**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer in short:

10

1. State the objectives of Marketing
2. Explain Marketing mix.
3. Differentiate between Traditional and Modern concept of marketing
4. Brand value pyramid:
5. Draw O'keefe's Latitudinal Scale.

Q.2 Answer in detail:

- a) What do you understand by marketing environment? Explain the factors which constitute the Marketing environment. **7**
- b) Define market segmentation and state the basis of segmentation. **7**

Q.3 Answer in detail:

- a) Define the product and PLC. Draw the layers of a product. **7**
- b) New Product Development strategy **7**

Q.4 Write short notes on: (any two)

12

1. Evolutionary phase of marketing.
2. Patterns of consumer preference.
3. Importance of Market Research.
4. Consumer Behaviour.
