

2008000206060021
EXAMINATION FEBRUARY-MARCH 2024
BACHELOR OF COMMERCE (HONORS) (SIXTH SEMESTER)
PRINCIPLES OF MARKETING - III – 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) (SIXTH SEMESTER)**
- b. Name of the Subject: **PRINCIPLES OF MARKETING - III – LEVEL 6**
- c. Subject Code No: **2008000206060021**

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. Explain USP.
 2. State different types of warehouses.
 3. List out the factors affecting pricing.
 4. Define DAGMAR.
 5. List out any ten pricing policies.
- Q.2** (a) Explain Promotion Mix at length. **6**
(b) Write a detailed note on the services provided by wholesalers and retailers. **7**
- Q.3** (a) Define Inventory management. Explain techniques of inventory control in detail. **6**
(b) Write a detailed note on transportation. **7**
- Q.4 Write Short notes on: - (any two)** **14**
1. AIDAS concept.
 2. Difference between discount and rebates.
 3. Advertisement theme and layout.
 4. Structure of Retailers in India
