

**RAN-2008000206060021**

T.Y. B.Com. Honors (Sem. VI) Examination October - 2025
Principles of Marketing

[Total Marks: 50**સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
 Fill up strictly the above details on your answer book
- (2) All questions are compulsory.
- (3) Figures to the right indicate marks.

Seat No.:

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Student's Signature

- Q-1. Answer in short: (10)**
- What is USP?
 - Explain BEP.
 - Explain AIDAS concept.
 - Explain discount and rebates
 - Explain penetrating pricing.
- Q-2. Answer in detail:**
- Define price and explain any 10 pricing policies in detail (06)
 - Draw the structure of retailers in India (07)
- Q-3.**
- “Advertising cost puts additional burden on the customer.” Justify (06)
 - Write a detailed note on nature, significance and scope of personal selling. (07)
- Q-4. Write short notes on: (any two) (14)**
- Inventory control methods
 - Functions of a salesmen
 - Advertising appeals
 - Warehousing