

Revision Paper (2018-19)

Class-B.Com-II

Subject: Principles of Marketing

Paper-BC-205 (i)

Time: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all, selecting at least one question but not more than two questions from any unit. All questions carry equal marks.

UNIT-I

1. What is marketing? Explain its nature and scope. What is the importance of marketing in the Indian economy?
2. What is consumer behaviour? What are the different determinants of consumer behaviour?
3. What is meant by market segmentation? Discuss various bases for segmenting the market of a product.

UNIT-II

4. Define Product Life Cycle. What are its various stages?
5. What is brand? What are the essentials of good brand name? Explain the importance of branding.
6. What are the different pricing objectives? Explain the factors which influence the pricing decision.

UNIT-III

7. Define the term 'Channels of Distribution'. Explain the factors determining the choice of a suitable channel of distribution.
8. Define physical distribution. Explain the components of physical distribution.
9. Explain the various types of media available for advertising in India along with their merits and demerits.
10. What is personal selling? Explain its process and limitations.