

Revision Paper (2022-23)

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 question carry equal marks.

UNIT-I

1. What is meant by marketing? Discuss the nature and scope of marketing.
2. What do you understand by Marketing Mix? Discuss 4 P's of marketing mix as suggested by McCarthy.
3. Differentiate the following:
 - a) Selling Vs. Marketing
 - b) Traditional Vs. Modern Marketing
4. What is market segmentation? Discuss various basis for segmenting the market.

UNIT-II

5. What is Brand and Trademark? What are the essentials of a good brand name? Explain the importance of branding.
6. "Products like people have life-cycle." Explain this statement with the various stages of product life cycle.
7. What do you mean by pricing? Explain the various factors which affect the pricing decisions.

UNIT-III

8. What do you mean by promotion mix? Discuss the main components of promotion mix briefly.
9. What is meant by Distribution Channel? Explain the types and functions of Distribution Channels.
10. "Money spent on advertising is an investment or wasteful expenditure." Explain this statement.