

Revision Paper (2016-17)

Class-B.Com-II

Sub: Principles of Marketing

Paper-V

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. Define marketing concept. Explain the modern concept of marketing.
2. What is consumer behavior? What are the different determinants of consumer behavior?
3. What is meant by market segmentation? Discuss various bases for segmenting the market of a product.

Unit-II

4. "Product Planning is the starting point of the entire marketing in a firm." Elucidate and discuss the scope of product planning.
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. "Money spent on advertising is an investment or work". Examine this statement.
10. What is personal selling? Explain its process.

4. Comment upon the expanding horizon of the Fundamental Right of 'Freedom of Speech and Expression' under Article 19 of the Constitution of India. What are the new dimensions included in this right by the Supreme Court to fortify democratic set-up in India. Refer to decided cases.
3. Every action behind which is state is a state action and fundamental rights are enforceable against each such action. Comment upon the above statement. Give Case law in support of your answer.

UNIT-II

2. Comment upon the "Code of Conduct for Judges". How can we ensure a more accountable and responsible Judicial system in India ? Discuss.
1. Evaluate the Parliamentary form of government in India. Compare it with Presidential form of government in the U.S.A. Which type of government is now more suited to India in the present-day emerging scenario ?

UNIT-I

Note : Attempt *four* questions in all, selecting *one* question from each unit. All questions carry equal marks.

Time : Three Hours]

[Maximum Marks : 100

Paper : 102-DE

CHALLENGES

INDIAN CONSTITUTIONAL LAW AND THE NEW

MDL/M-16

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Total Pages : 2

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