

Revision Paper (2021-22)

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 do you mean by marketing mix? Explain 4 Ps of marketing mix?
2. What is consumer behaviour? Explain the factors affecting consumer behaviour?
3. What is meant by market segmentation? Discuss various bases for segmenting the market of a product.

UNIT-II

4. What is Product Life Cycle? Explain its various stages. What is the importance of product life cycle in marketing?
5. What is brand? What are the essentials of good brand name? Explain the importance of branding.
6. What is the importance of pricing in marketing mix? Explain the factors which affects 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.