

Revision Paper (2023-24)

Class-B.Com-II

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. 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.