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Roll No.

BCH-301/BOV-304

B. COM. (H)/B. VOC. (ACCOUNTING AND FINANCE) (THIRD SEMESTER) MID SEMESTER EXAMINATION, 2021 PRINCIPLES OF MARKETING/MARKETING MANAGEMENT

Time : 1½ Hours

Maximum Marks:: 50

Note : (i) Answer all the questions by choosing
any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Define 'Marketing' and discuss its
importance in modern world.

10 Marks (CO1)

OR

- (b) Explain the distinction between Marketing
and Selling.

10 Marks (CO1)

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2. (a) What do you understand by consumer behaviour ? What is its importance in marketing ? 10 Marks (CO1)

OR

- (b) Explain the difference between old and new (modern) concept of Marketing.

10 Marks (CO1)

3. (a) What do you mean by Marketing Mix ? Describe the forces affecting Marketing Mix. 10 Marks (CO1)

OR

- (b) Illustrate various factors influencing consumer buying decisions.

10 Marks (CO1)

4. (a) What do you understand by a Product ? Explain the steps in new product development. 10 Marks (CO2)

(3)

OR

- (b) Explain different stages of product life cycle and discuss the strategies adopted by marketers in these stages. 10 Marks (CO2)

5. (a) Explain the concept of Market Segmentation. What are the bases for segmentation of consumer markets ?

10 Marks (CO2)

OR

- (b) What do you understand by brand ? Explain the characteristics and advantages of branding. 10 Marks (CO2)