

H Roll No.

BCH-301

**B. COM. (H) (THIRD SEMESTER)
MID SEMESTER EXAMINATION, 2022**

PRINCIPLES OF MARKETING

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) What is marketing ? Is it same as selling ?
(CO1)

OR

(b) Discuss the nature and scope of marketing.
(CO1)

2. (a) How have the various concepts of marketing evolved over time ? (CO1)

OR

(b) What is marketing mix ? Discuss its various components in detail. (CO1)

P. T. O.

(2)

3. (a) What is consumer behaviour ? What are the various factors that affect the consumer behaviour ? (CO1)

OR

- (b) Discuss the steps of "consumer decision-making process". (CO1)

4. (a) What is market segmentation ? What are the various ways through which markets can be segmented ? (CO2)

OR

- (b) What is positioning in marketing ? Use examples to explain. (CO2)

5. (a) What is a product ? How are products classified ? (CO2)

OR

- (b) Write short notes on the following : (CO2)

(i) Branding

(ii) Packaging and labelling