

H

Roll No.

BCH-301

B. COM. (H) (THIRD SEMESTER) END SEMESTER

EXAMINATION, Jan., 2023

PRINCIPLES OF MARKETING

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) What is marketing ? Distinguish between
sales and marketing. (CO1)
- (b) What is marketing environment ? Describe
its components. (CO1)
- (c) What is consumer behavior ? Discuss the
consumer buying process. (CO1)

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2. (a) What is market segmentation ? Discuss the bases of market segmentation. (CO2)
(b) What is product life cycle (PLC)? Explain its different stages. (CO2)
(c) Write short notes on the following : (CO2)
 - (i) After Sales Service
 - (ii) Packaging and Labeling
3. (a) What is new product ? Briefly discuss the new product development process. (CO3)
(b) What is pricing ? Discuss the factors that affect pricing of a product. (CO3)
(c) Why do marketers promote ? Discuss the major elements in communication process. (CO3)
4. (a) What is physical distribution ? Discuss various modes of distribution by giving suitable examples. (CO4)
(b) List out and discuss the factors that affect the choice of distribution channel. (CO4)
(c) Distinguish between the following : (CO4)
 - (i) Products and Services
 - (ii) Wholesaling and Retailing

(3)

5. (a) What is rural marketing ? List out the characteristics of rural markets. (CO5)
(b) "Rural consumers and rural markets different from the urban ones." Discuss by giving suitable examples. (CO5)
(c) Write short notes on the following : (CO5)
 - (i) Green Marketing
 - (ii) Marketing Ethics

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