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Paper Code :DMB-301

Roll No.

B.Com-13

3rd Year Examination, Academic Batch 2018

Principles of Marketing

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **Five** questions. All questions carry equal marks.*

Q.1 What is retailing? Write down the various types of retails.

Q.2 What is distribution channel? Explain the various types of consumer distribution channel.

Q.3 Define consumer behavior. What are the various stages of consumer behavior? Explain in detail.

Q.4 Explain product life cycle in detail with the help of examples.

Q.5 Explain in detail the method of promotion along with their merits and demerits.

Q.6 Write down the eight significant steps of advertising campaign?

Q.7 Explain the concept of advertising campaign ?

Q.8 What are inventory control problems? Discuss.