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Paper Code :DMB-301

Roll No. 

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**B.Com-13**  
**3<sup>rd</sup> Year Examination, Calendar Batch 2015**

**Principles of Marketing**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

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

- Q.1** What is the impact of demand and supply on the pricing of the goods? Give brief description?
- Q.2** What is retailing? Write down the various types of retails.
- Q.3** What are distribution elements? Give a brief description of types of distribution channels?
- Q.4** Explain the product life cycle in detail with the help of examples.
- Q.5** Define consumer behavior. What are the various stages of consumer behavior? Explain in detail.
- Q.6** What is the relevance of brand name in marketing?
- Q.7** What do you understand by & Ps concept of marketing? Explain in detail.
- Q.8** How do you define the importance of brief in the marketing mix?

