

ANNUAL EXAMINATION 2020

(Only for Regular Students)

Centre No. 135

Class- B.COM-III

Paper No-

Time- 3 hrs.

Centre Name- Disha College, Raipur (C.G.)

Subject- Principle of Marketing

Paper Name- Principle of Marketing

M.M.-75

Note – Attempt all units. Each question carries equal marks.

UNIT-I

Q1. Define marketing. Explain the nature, scope and main function of marketing?

foi .ku dls i jHkfr dhft ,A foi .ku dh cdfr {k= rFk ce[k dk; k dk o.ku dhft ,A
OR

What do you mean by Marketing Mix? Describe the forces affecting Marketing Mix?

foi .ku feJ.k lsvki D;k le>rs gA foi .ku feJ.k dls chkr djusokh 'kDr; k dk o.ku dhft ,A

UNIT-II

Q2. Explain the meaning of consumer behavior. Discuss the various theories underlying it?

miHkDrk 0; ogkj ds vFkz dls le>kb, A bl ds fohku fl) krla dh foopuk dhft ,A
OR

What is the objective of Marketing Segmentation? Write a note on the bases of Market Segmentation?

cktj fohkDr dj.k dk D;k mnns; ; gS cktj krla dls fohkfr djus ds vk/kj k i j fvli .kh fyf[k, A

UNIT-III

Q3. Explain any two:

1. Brand and trade mark 2. Discount and rebate 3. Product development

fdlghanks dk mYy[k djA

1- ck.M ,oa vMekdZ

2- vi gkj ,oa vogkj

3- mRi kn] fodkl

OR

What do you mean by Product life cycle? Explain various stages of life cycle of a product?

mRi kn thou pØ lsvki D;k le>rs gA , d mRi kn ds thou pØ dh fohku volFkvla dls
le>kb; A

UNIT-IV

Q4. Marketing channel is Distribution of network through which producer's product flow to the market. Discuss?

foi .ku ek; e forj.k tky gA ftudsek; e l smRi kn d oLrpk dls cktj dh vkj çokgr djrs gA Li"V
dhft ,A

OR

Write short notes on. (Any two)

1. Channel of distribution

2. Warehousing decision

3. Wholesaler

4. Promotion decision

fdlghanks dk mYy[k djA

1- forj.k okfgdk, W

2- Hk.Mkj .k fu.kZ

3- Fkks foØrk

4- çorZ fu.kZ

UNIT-V

Q5. Money spent on advertising is an investment not a waste". Examine the statement ?

foKki u i j fd; k x; k 0; ; fofu; kx gS cckkh ugh bl dFlu dh 0; k[; k dhft ,A

OR

Explain any two.

1. Salesmanship 2. Effective advertisement

3. Marketing communication

fdlghanks dk mYy[k djA

1- foØ; dykA

2- çHkoh foKki uA

3- foi .ku l pkjA

