**ANNUAL EXAMINATION 2020**

***Centre No. 135 Centre Name- Disha College, Raipur (C.G.)***

**Class- B.COM-III Subject- Principle of Marketing**

**Paper No- Paper Name- Principle of Marketing**

**Time- 3 hrs. M.M.-90**

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

**UNIT-I**

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

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OR

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

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**UNIT-II**

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

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OR

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

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**UNIT-III**

Q3. Explain any two:

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

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OR

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

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**UNIT-IV**

Q4. Marketing channel is Distribution of network through which producer’s product flow to

the market. Discuss?

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OR

Write short notes on. (Any two)

1. Channel of distribution 2. Warehousing decision

3. Wholesaler 4. Promotion decision

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**UNIT-V**

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

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OR

Explain any two.

1. Salesmanship 2. Effective advertisement 3. Marketing communication

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