

B.Com.
I Semester End Examination-March/April 2022
Principles of Marketing

Course Code: COM1DSC03
Duration:02 Hours

QP Code:1023
Total Marks:60

Instruction: Answers should be written **completely** either in **English** or in **Kannada**

Section – A

- 1. Answer any Five of the following questions. Each question carries Two marks 5x2=10**
- Define Market.
 - State any two macro environmental factors.
 - What do you mean by market segmentation?
 - State any two factors influencing consumer behaviour.
 - Give the meaning of brand.
 - Define Advertising.
 - Mention any two advantages of social marketing.

Section B

- Answer any Four of the following questions. Each question carries Five marks. 4x5=20**
- Bring out the benefits of marketing to consumers and society.
 - Briefly explain the stages in New Product Development.
 - What is Sales Promotion? List out the objectives of Sales Promotion.
 - Explain the importance of social marketing.
 - Briefly explain the benefits of service marketing.

Section C

- Answer any Two of the following questions. Each question carries Twelve marks 2x12=24**
- Discuss the Micro and Macro Environmental factors that affects marketing.
 - Explain the stages in Product life cycle.
 - Discuss the types of Retailers.

Section D

- Answer any one of the following questions, which carries Six marks. 1x6=6**
- Briefly explain the role of Wholesalers and Retailers in your locality.
 - Identify any three popular and recent developments in the field of marketing.
