

S.NO. 444

BATCH 2006 - 2017,

Reg. No.

2016 - 2017

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2018

PRINCIPLES OF MARKETING

SUBJECT CODE : 10BEC06

MAJOR: B.COM (CA)
TIME : 3 HOURS

SEMESTER - I
MAX. MARKS: 75

SECTION A - (10 X 1 = 10)

Answer All the Questions:

1. Define Marketing concept?
2. Mention any elements of Marketing Mix.
3. Write a note on Air transport.
4. What is ACMARK?
5. Explain the meaning of Skimming pricing.
6. List out any two types of retailers.
7. What is advertising?
8. State any two qualities of effective salesman.
9. What is B-Marketing?
10. Give the meaning of regulated marketing.

SECTION B - (5 X 4 = 20)

Answer any FIVE Questions:

11. Explain the concept of modern marketing.
12. Bring out the importance of marketing.
13. What are the advantages of Bureau of Indian standards?
14. State the need for buying a good material.
15. What are the functions of the wholesalers?
16. What are the qualities of good advertising copy?
17. Explain the features of B-Marketing.
18. Distinguish between Product marketing and Service marketing.

SECTION C - (3 X 10 = 45)

Answer any THREE Questions:

19. Explain briefly the various functions of Marketing.
20. What are the factors determinants of mode of transportation?
21. Describe the various methods of Pricing.
22. Discuss the importance and duties of a salesman.
23. List out the classification of Services.
