

Roll No.....

Department of Management
School of Management & Business Studies
JAMIA HAMDARD

Even Semester Examination 2022
B.Com IV Semester

Subject Name: **Principles of Marketing**
Subject Code: **BCH404**

MM: 75
Time: 03Hours

Sec A

Attempt any six questions, each question carries 5 marks (6 X 5 = 30)

- Q1: Explain the importance of 'Marketing' in business.
- Q2: How 'Social Marketing' is impacting the business?
- Q3: Explain product differentiation v/s market segmentation.
- Q4: What do you understand by 'Branding'?
- Q5: Positioning is about creating an image in customer mind. Explain your view.
- Q6: Write short notes on selling v/s marketing.
- Q7: Discuss the factors affecting choice of distribution channels.
- Q8: Write your view about 'Selling as a Career'.
- Q9: Describe the component of 'Marketing Environment'.

Sec B

Attempt any three questions, each question carries 15 marks (3 X 15 = 45)

- Q1: Explain the stages in consumer decision making process. What are the factors affecting it?
- Q2: What is Product Life Cycle? Explain various managerial strategy to be used in its various stages?
- Q3: What is pricing? Explain its objective and factors affecting pricing of a product.
- Q4: What is promotion mix? Describe the advantages and disadvantages of sales promotion.
- Q5: Explain 4 Ps of marketing. Describe evolution of various marketing concepts.
- Q6: What are different levels of distribution? Explain the roles of various intermediaries in distribution channels