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IV Semester B.Com. (BDA) Degree Examination, June/July - 2025

COMMERCE

Principles of Marketing

(NEP Scheme F+R)

Paper : 4.2

Time : 2½ Hours

Maximum Marks : 60

**Instructions to Candidates:**

Answers all the questions in English only.

**SECTION - A**

Answer any **Five** of the following sub-questions. Each sub-question carries **Two** marks.

(5×2=10)

1. a) Mention two objectives of marketing.
- b) What is meant by market segmentation?
- c) What do you mean by personal selling?
- d) What is search engine marketing?
- e) Mention any two essential features of a good packaging.
- f) What is promotion mix?
- g) What is a channel of distribution?

**SECTION - B**

Answer any **Four** of the following questions. Each question carries **Five** marks.

(4×5=20)

2. Analyse the importance of marketing.
3. Briefly explain the macro environmental factors.
4. Write a note on importance of green marketing.
5. What are the benefits of market segmentation?
6. Briefly explain the classification of product.

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**SECTION - C**

Answer any **Two** of the following questions. Each question carries **Twelve** marks.

**(2×12=24)**

7. Explain the steps involved in New Product Development.
8. What is meant by pricing? Explain the factors influencing the pricing policy of a firm.
9. Explain the various channels of distribution.

**SECTION - D**

**(Skill Development Questions)**

Answer any **One** of the following questions, which carries **Six** marks.

**(1×6=6)**

10. Design a logo and tag line for an imaginary product.
  11. Identify some of the recent promotion strategies adopted by a few large companies.
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