



DCBD402

Reg. No.

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IV Semester B.Com (BDA) Degree Examination, July/August - 2024

COMMERCE

Principles of Marketing

(NEP Scheme)

Paper : 4.2

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

Answer should be written only in English

SECTION - A

1. Answer any Five of the following sub questions . Each sub question carries 2 marks. (5×2=10)
- Define Marketing.
 - Mention the elements of marketing Mix.
 - Give the meaning of Labelling.
 - What do you mean by market segmentation?
 - What do you mean by promotion?
 - Give the meaning of direct marketing.
 - Give the meaning of New product development.



SECTION- B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

- Briefly explain the scope of marketing.
- Analyse the importance of consumer behaviour.
- Briefly explain the factors affecting price of a product.
- Explain the types of channel of distribution
- Write a note on recent trends in marketing.

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SECTION - C

Answer any TWO of the following questions. Each question carries 12 marks.

(2×12=24)

7. Briefly explain the stages of product life cycle.
8. Explain the micro and Macro Environment factors in marketing.
9. Explain the factors affecting promotion mix decisions.

SECTION - D

Answer any ONE of the following question. Each question carries 6 marks.

(1×6=6)

10. Analyse the consumer behaviour of people in your locality and identify their needs, wants and purchasing power as consumers.
 11. Develop a logo, tagline and an advertisement for your own clothing brand.
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