

Seat No.	
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**B.C.A. (Part - I) (Semester - II) Examination, April - 2014****PRINCIPLES OF MARKETING (New) (Revised)****Sub. Code : 59580****Day and Date : Saturday, 26 - 04 - 2014****Total Marks :80****Time : 3.00 p.m. to 6.00 p.m.****Instructions : 1) Q. No. 8 is compulsory.****2) Attempt any 4 Questions from Q. No. 1 to Q. No. 7.****3) All questions carry equal marks.**

**Q1) What is marketing ? explain the features and significance of marketing. [16]**

**Q2) What is marketing environment ? Explain the elements in macro and micro environment. [16]**

**Q3) Define marketing mix and explain the 7p's of marketing mix [16]**

**Q4) a) What is mean by service ? Explain the characteristics of services. [8]**

**b) Explain the problems in service marketing [8]**

**Q5) Define marketing Research? Explain the steps in marketing research process.[16]**

**Q6) What is consumer Behaviour ? Explain the factors affecting on consumer Behaviour. [16]**

**Q7)** What is market segmentation ? Explain the importance and Bases of market segmentation. **[16]**

**Q8)** Write short notes (any two) **[16]**

- a) Green marketing & holistic marketing
- b) Marketing Information system.
- c) Out sourcing of I. T. services.
- d) Techniques of E- marketing.

