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| Seat No. | |
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B.C.A. (Part - I) (Semester - II) Examination, April - 2015

PRINCIPLES OF MARKETING

(Faculty of Commerce)

Sub. Code : 59580

Day and Date : Friday, 17 - 04 - 2015

Total Marks : 80

Time : 03.00 p.m. to 6.00 p.m.

Instructions : 1) Question No. 8 is compulsory.

2) Solve any four questions 5 from Q. No. 1 to Q. No. 7.

- Q1)** a) State the significance of marketing. [8]
b) State the marketing in 21st century. [8]
- Q2)** a) Explain in brief any four core concepts of marketing. [8]
b) Explain the financial and social environment of marketing. [8]
- Q3)** a) Explain the product and price element of marketing mix. [8]
b) Explain in brief characteristics of services. [8]
- Q4)** a) Explain in brief problems in services marketing. [8]
b) Explain the meaning and importance of marketing research. [8]
- Q5)** a) State in brief concept of marketing Information System. [8]
b) Describe the techniques of E - Marketing. [8]
- Q6)** a) State in brief significance of E-Marketing. [8]
b) Explain in brief significance of consumer behaviour. [8]

- Q7) a) Explain in brief factors affecting consumer behaviour. [8]
b) State the importance of market segmentation. [8]

Q8) Write short notes (any four) : [16]

- a) Elements in Micro - Environment.
- b) Process element of marketing mix.
- c) Outsourcing of IT services.
- d) Steps in marketing research process.
- e) Bases of market segmentation.
- f) Concept of consumer behaviour.

