

**N-572**

**Total No. of Pages : 2**

Seat No.	
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**B.C.A. (Faculty of Commerce) (Part - I) (Semester -II)**

**Examination, April - 2016**

**PRINCIPLES OF MARKETING**

**Sub. Code:59580**

**Day and Date :Monday, 25 -04 -2016**

**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) Define marketing and explain the core concepts of marketing. [16]**

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

**Q3) What is marketing mix? Explain the 7P's of marketing mix. [16]**

**Q4) What is Marketing Information System? Explain the components of Marketing Information System in detail. [16]**

**Q5) What is E - marketing? Explain the techniques and significance of e- marketing in 21<sup>st</sup> century. [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]**

**P.T.O.**

Q8) Write short Notes (any two):

- Marketing in 21<sup>st</sup> century - challenges.
- Problems in services marketing.
- Importance of Marketing Research.
- Outsourcing of I.T. services.