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B.C.A. (Faculty of Commerce) (Part - I) (Semester - II)**Examination, April - 2017****PRINCIPLES OF MARKETING (Paper - 205)****Sub. Code : 59580****Day and Date : Saturday, 22 - 04 - 2017****Total Marks : 80****Time : 3.00 p.m. to 6.00 p.m.**

- Instructions :**
- 1) All Questions carry equal marks.
 - 2) Solve any four questions from Q.No.1 to Q.No.7.
 - 3) Question No.8 is compulsory.

Q1) Define marketing and explain marketing in 21st century-challenges & opportunities. [16]

Q2) Explain different micro & macro elements of Marketing Environment in details. [16]

Q3) Define Marketing mix and explain 7 p's of marketing mix. [16]

Q4) What is mean by 'Marketing Information System'? Explain different components of Marketing Information System. [16]

Q5) What is E-Marketing? Explain significance of e-marketing in 21st century. [16]

Q6) What is mean by 'Consumer Behaviour'? Explain different factors affecting Consumer Behaviour. [16]

Q7) Explain importance of marketing segmentation and explain different. Bases of market segmentation. [16]

P.T.O.

Q8) Write short notes (any four):

- a) Green Marketing.
- b) Problems in services marketing.
- c) Importance of Marketing Research.
- d) Features of Marketing.
- e) Outsourcing of I.T. services.
- f) Significance of consumer behaviour.

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