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Total No. of Pages : 2

Seat No.	
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**B.C.A. (Part - I) (Semester - II)
Examination, November - 2016
PRINCIPLES OF MARKETING (Paper - 205)
Sub.Code : 59580**

**Day and Date : Thursday, 17 -11 -2016
Time : 10.30 a.m. to 1.30 p.m.**

Total Marks : 80

Instructions : 1) Q. No. 8 is compulsory.
2) Solve any four questions from Q. No. 1 to Q. No. 7.

- Q1) a) Explain in brief any four core concepts of marketing. [8]**
b) Explain challenges and opportunities of marketing in 21st century. [8]
- Q2) Explain different elements in micro and macro environment of marketing in detail. [16]**
- Q3) Define marketing mix and explain 7P's of marketing mix. [16]**
- Q4) a) Explain the different components in marketing Information system. [8]**
b) Explain the significance of E- marketing in 21st century. [8]
- Q5) a) Explain different factors affecting consumer behaviour. [8]**
b) State different bases of marketing segmentation. [8]

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- Q6)** a) Explain different problems in service marketing. [8]
b) Explain the concept outsourcing of I.T. Services. [8]
- Q7)** a) Explain in brief Holistic and Green marketing. [8]
b) Explain the meaning and importance of marketing research. [8]
- Q8)** Write Short Notes on (Any four). [16]
- a) Features of marketing.
 - b) Significance of consumer behaviour.
 - c) Characteristics of service marketing.
 - d) Concept of market segmentation.
 - e) Techniques of e-marketing.

