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| Seat No. | |
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B.C.A. (Part - I) (Semester - II) Examination, October - 2015
PRINCIPLES OF MARKETING
Sub. Code : 59580

Day and Date : Friday, 30 - 10 - 2015

Total Marks : 80

Time : 11.00 a.m. to 2.00 p.m.

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

- Q1)** a) Explain in brief features of marketing. [8]
 b) Describe in brief any four core concept of marketing. [8]
- Q2)** a) Explain the challenges and opportunities of marketing in 21st century. [8]
 b) Explain in brief holistic and green marketing. [8]
- Q3)** Explain different elements in micro and macro environment of marketing in details. [16]
- Q4)** Define marketing mix and explain 7P's of marketing mix in details. [16]
- Q5)** a) Explain in brief characteristics of services. [8]
 b) Explain different problems in service marketing. [8]
- Q6)** a) Explain the concept and techniques of E - Marketing. [8]
 b) Explain in brief factors affecting consumer behaviour. [8]

Q7) a) State the components in marketing information system. [8]

b) Explain different steps in marketing research process. [8]

Q8) Write short notes (Any Four) [16]

- a) Importance of consumer behaviour
- b) Importance of marketing segmentation
- c) Outsourcing of I.T. service
- d) Importance of marketing research
- e) Modern marketing concept
- f) Significance of marketing

