

Seat No.	
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Total No. of Pages : 2

B.C.A. (Part - I) (Semester - II) Examination, October - 2017
Principles of Marketing
Sub. Code : 59580

Day and Date : Saturday, 14 - 10 - 2017

Total Marks : 80

Time : 10.30 a.m. to 01.30 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 core concepts of Marketing. [16]

Q2) Explain different Micro and Macro elements of Marketing environment in details. [16]

Q3) Define marketing Mix. And explain 7P's of Marketing Mix. [16]

Q4) Explain different characteristics of services. And various problems in Service Marketing. [16]

Q5) What is mean by marketing Research? Explain steps in marketing research process. [16]

Q6) What is E-Marketing? Explain the significance of e-marketing in 21st Century. [16]

P.T.O.

Q7) What is mean by Consumer Behaviour? Explain different factors affecting Consumer Behaviour. [16]

Q8) Write Short Notes (Any Four): [16]

- a) Holistic Marketing.
- b) Features of Marketing.
- c) Outsourcing of I.T. Services.
- d) Bases of Market Segmentation.
- e) Marketing Information System.
- f) Significance of Consumer Behaviour.

