

## I Semester B.Com. Examination, February/March 2024 (NEP Scheme) (Freshers and Repeaters) COMMERCE

Paper - 1.3: Principles of Marketing

Time: 2½ Hours Max. Marks: 60

Instruction: Answer should be written completely either in English or in Kannada.

### SECTION - A

Answer any five of the following questions. Each question carries 2 marks. (5×2=10)

- 1. a) Give the meaning of marketing environment.
  - b) Give the meaning of consumer behaviour.
  - c) What is micro environment?
  - d) What is packaging?
  - e) What is a channel of distribution?
  - f) What is publicity?
  - g) What is direct selling?

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### SECTION - B

Answer any three of the following questions. Each question carries 4 marks.

 $(3 \times 4 = 12)$ 

- 2. What is market? Explain the features of market.
- 3. Briefly explain the concepts of marketing.
- 4. Explain the importance of sales promotion.
- 5. Explain the factors affecting on consumer behaviour.
- 6. Explain kinds of distribution channels.



### SECTION - C

Answer any three of the following questions. Each question carries 10 marks.  $(3 \times 10 = 30)$ 

- 7. Write a note on recent developments in marketing.
- 8. Explain the objectives of marketing.
- 9. Explain the different methods of pricing.
- 10. What is market segmentation? Explain the basis of market segmentation.
- 11. Explain kinds of advertisement.

## SECTION - D

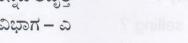
Answer any one of the following questions. Each question carries 8 marks. (1x8=8)

12. A) Briefly explain functions of marketing.

OR

B) Explain the elements of marketing mix.

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ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಯೂ 2 ಅಂಕಗಳನ್ನು ಹೊಂದಿರುತ್ತದೆ. (5×2=10)

- 1. a) ಮಾರುಕಟ್ಟೆ ಪರಿಸರದ ಅರ್ಥ ನೀಡಿ.
  - b) ಗ್ರಾಹಕನ ವರ್ತನೆಯ ಅರ್ಥ ನೀಡಿ.
  - c) ಸೂಕ್ಷ್ಮ ಪರಿಸರ ಎಂದರೇನು ?
  - d) ಕಟ್ಟುವಿಕೆ ಎಂದರೇನು ?
  - e) ಹಂಚಿಕೆಯ ಮಾರ್ಗ ಎಂದರೇನು ?
  - f) ಪ್ರಚಾರ ಎಂದರೇನು ?
  - g) ನೇರ ಮಾರಾಟ ಎಂದರೇನು ?

