

I Semester B.Com. Examination, May/June 2022
(NEP Scheme)
COMMERCE
Principles of Marketing

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **2** marks. **(5×2=10)**
- Give the meaning of Market.
 - What do you mean by Selling Concept ?
 - Give the meaning of Marketing Environment.
 - Give the meaning of Consumer Behaviour.
 - What do you mean by Market Segmentation ?
 - Give the meaning of Product.
 - What do you mean by Product Line ?

SECTION – B

- Answer **any three** of the following questions. **Each** question carries **4** marks. **(3×4=12)**
- Write any four differences between Advertisement and Personal Selling.
 - Briefly explain the concepts of Marketing.
 - Briefly explain the components of Micro Environment.
 - Explain the importance of Consumer Behaviour.
 - Write any four differences between Marketing and Selling.

SECTION – C

- Answer **any three** of the following questions. **Each** question carries **10** marks. **(3×10=30)**
- Explain the Goals of Marketing.
 - Explain the different stages in Buying Decision Process.

P.T.O.