

Course Code : 4BCOM6P

Course: Title : Principles of Marketing

Credit: 3

Last Submission Date: October 31 (for January Session)

April 30, (for July session)

Max.Marks:-30

Min.Marks:-10

Note:-attempt all questions.

Que.1 What do you understand by marketing? Explain its nature and scope.

foi .ku l s vki dk D; k vfHki k; gS bl dh i dfr rFkk {ks= dh 0; k[; k dhft, A

Que.2 Explain the traditional and modern marketing concept.

lkj k jkxr rFkk vk/kfud foi .ku l dYi uk dh 0; k[; k dhft, A

Que.3 What is consumer behaviour? Explain its significance.

mi HkkDrk 0; ogkj D; k gS bl ds egRo dh 0; k[; k dhft, A

Que.4 What do you understand by marketing segmentation? Explain its concept.

विपणन विभाजन से आपका क्या आशय है\ bl dh l dYi uk dh 0; k[; k dhft, A

Que.5 What do you mean by product? Explain the theory of product.

उत्पाद से आपका क्या आशय है\ mRi kn fl /nkar dh 0; k[; k dhft, A

Que.6 What is product life cycle? Explain its objectives.

mRi kn thou pdz D; k gS इसके उद्देश्यों की व्याख्या कीजिए।

Que.7 Define distribution channels. Physical distribution and its types.

forj .k pSUYI HkkfRd forj .k rFkk bl ds i dkj ka dh 0; k[; k dhft, A

Que.8 What do you understand by retailer and wholesaler. Explain.

Q/dj fodrk rFkk Fkksd fodrk l s vki D; k l e>rs gS 0; k[; k dhft, A

Que.9 Define salesman and its various function.

fodrk rFkk bl ds dk; k dk o. kU dhft, A

Que.10 What is sales promotion? Explain the methods of promotion.

fodz; i pkj D; k g\ i pkj dh fof/k; ka dk o.ku dhft, A