



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 ?



SECTION – B

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

(3×4=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.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **10** marks.

(3×10=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. (1×8=8)

12. A) Briefly explain functions of marketing.

OR

- B) Explain the elements of marketing mix.

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ವಿಭಾಗ – ಎ

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 ?

