

**DR.M.G.R GOVERNMENT ARTS AND SCIENCE COLLEGE
FOR WOMEN**

DEPARTMENT OF COMMERCE

BSCM56 – PRINCIPLES OF MARKETING

Total marks: 75 marks

MODEL QUESTION PAPER – I

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SECTION A — (10 X 2 = 20 marks)

Answer ALL questions.

1. What is market?
2. What is meant by selling?
3. What is meant by market segmentation?
4. Define consumer behavior.
5. What is marketing mix?
6. What is meant by Product?
7. What is branding?
8. What is pricing?
9. Who is a retailer?
10. What is meant by social marketing?

SECTION B — (5 X 5 = 25 marks)

Answer ALL questions.

11a. Difference between selling and marketing

Or

11b. Write the importance of marketing.

12a. Write the benefits of market segmentation.

Or

12b. Explain the modern theories of consumer behavior.

13a. Write a components of marketing mix.

Or

13b. State the advantages of branding.

14a. Explain the types of pricing.

Or

14b. State the functions of the Wholesaler.

15a. Explain the importance of social Marketing.

Or

15b. what are the types of DE- Marketing?

SECTION C — (10 X 3 = 30 marks)

Answer ALL questions.

16. Briefly explain the functions of marketing.

17. Explain the factors determining consumer behavior.

18. Briefly explain the stages of product development process.

19. Briefly explain the advantages and disadvantages of Advertisement.

20. Write the advantages and disadvantages of online Retail.

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MODEL QUESTION PAPER – II

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SECTION A — (10 X 2 = 20 marks)

Answer ALL questions.

1. What is Marketing?
2. Who is a seller?
3. What is meant by consumer behavior?
4. State the modern theories of consumer behavior.
5. What is packaging ?
6. What is meant by labelling?
7. Who is a wholesaler?
8. What is promotion mix?
9. What is meant by DE- marketing?
10. What is meant by shopping Mall?

SECTION B — (5 X 5 = 25 marks)

Answer ALL questions.

11a. Explain the features of Marketing.

Or

11b. write a note on classification of Markets

12a. Explain the nature of consumer behavior

Or

12b. state the economic theories explaining the consumer behavior

13a. State the functions of packaging.

Or

13b. Explain the features of the product

14a. Write the benefits of sales promotion

Or

14b. State the various channels of distribution

15a. Briefly explain the characteristics of E- Marketing.

Or

15b. Explain the importance of social Marketing.

SECTION C — (10 X 3 = 30 marks)

Answer ALL questions.

16. State the evolution of marketing Concept

17. Briefly explain the benefits of market segmentation

18. Explain the stages involved in the Product life cycle .

19. What are the factors affecting Pricing decision?

20. Explain the importance of E- Marketing.
