



# SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE

Affiliated to Bengaluru City University

**(As per NEP Syllabus)**

V V Puram, Bangalore – 560 004

## I Semester B.Com (CBCS) Commerce – II TEST – February 2022

**Subject: Principles of Marketing**

**Duration: 1:30 Min**

**Time: 6:30 PM to 8:30 PM**

**Max Marks: 60**

**Note:1. All sections are compulsory**

**2. Illustrate wherever necessary**

### SECTION – A (Conceptual Questions)

**(Answer any FIVE Questions. Each question carries 2 marks)**

**(5 x 2 =10 Marks)**

1	What is market segmentation?	(02Marks)
2	Bring out any two differences between marketing and sales.	(02Marks)
3	What is consumer behaviour?	(02Marks)
4	What is Branding?	(02Marks)
5.	Define marketing environment.	(02Marks)
6	What is penetration pricing?	(02Marks)
7	What is social media marketing?	(02Marks)

### SECTION – B (Application Questions)

**(Answer any FOUR Questions. Each question carries 5 marks)**

**(4 x 5 =20 Marks)**

8	Explain the various functions of marketing.	(5 Marks)
9	Write a note on product life cycle.	(5 Marks)
10	Explain the importance of branding.	(5 Marks)
11	What are the features of Product?	(5 Marks)
12	Write a note on Political environment.	(5 Marks)

### SECTION – C (Analyses and Understanding Questions)

**(Answer any two Questions. Each question carries 12 marks)**

**(2x12=24 Marks)**

13	Explain in detail the various basis of market segmentation.	(12Marks)
14	What is pricing? Explain the various types of pricing.	(12Marks)
15	Explain the various steps in NPD.	(12Marks)

### SECTION – E (Skill Development Questions)

**(Answer any one Question. Each question carries 6 marks)**

**(1x6=06Marks)**

16	Explain the importance of packaging with related examples.	(6Marks)
17	Briefly explain steps in consumer buying decision process.	(6Marks)

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