

316124



DOON UNIVERSITY, DEHRADUN

End Semester Examination Semester IV

School of Management
Programme Name: BCom(Hons)

Course Title: Principles of Marketing

Code: COC253

Time Allowed: 2 Hours

Code: BCom (H)

Maximum Marks: 50

Attempt All Questions

Q.1 Very Short Answer Type Questions

(2 x 5= 10 Marks)

- i) Define Marketing
- ii) Define Needs, Wants & Demand
- iii) What is green Marketing?
- iv) Write a note on Franchising.
- v) Write a note on relationship marketing

Attempt Any Four questions

(10x4= 40 Marks)

Q.2 Define segmentation, targeting and positioning. Explain the different basis of segmentation of the market. What factors will you keep in mind while positioning a product in the rural market?

Q.3. Explain the elements of the Marketing Mix with the help of suitable examples.

Q.4 'Price defines the value of a product' Explain in detail this statement. Also explain different types of pricing strategies the companies can adopt.

Q.5 Explain the concept of Product Life Cycle with the help of suitable examples. Also, explain the strategy that a company should adopt at different stages.

Q.6 'Integrated Marketing Communication helps in building strong brands' In the light of this statement explain how different elements of the integrated marketing mix can help in brand building for a University.