



**RAN-0343**

**T.Y.B.Com (Honours) Sem V Examination**

**March / April - 2019**

**Principles of Marketing - Paper I**

**Time: 2 Hours ]**

**[ Total Marks: 50**

**સૂચના : / Instructions**

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
**Fill up strictly the details of signs on your answer book**

Name of the Examination:

**T.Y.B.Com (Honours) Sem V**

Name of the Subject :

**Principles of Marketing - Paper I**

Subject Code No.:

0

3

4

3

Seat No.:

--	--	--	--	--	--

Student's Signature

**Instructions:**

- Figures to the right indicate marks allotted to the question(s).
- Attempt all Questions

**Q.1 Answer in brief (Any Five)**

**10**

- Mention any two points that show significance of marketing.
- Explain Societal Marketing Philosophy in brief.
- Give one example of Mass Marketing and Individual Marketing each.
- What do you mean by an Augmented Product?
- Define term Consumer Behaviour.
- Can Kerala (Place) be considered as a product? Why?

**Q.2 a.** Explain various factors affecting marketing environment by taking suitable examples.

**7**

**b.** Differentiate between Marketing & Selling.

**6**

**RAN-0343 ]**

**[ 1 ]**

**[ P.T.O. ]**

- Q.3** a. Discuss various purposes of Packaging. Also discuss social view of packaging. **7**
- b. Write a note on four pillars of a strong brand. **6**
- Q.4 Write Short Notes (Any Two) 14**
- a. Patterns of Segmentation
- b. Bases of Segmentation
- c. Benefits of Segmentation
-