

Seat No.	
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B.C.A. (Part - I) (Semester - II) Examination, October - 2018**PRINCIPLES OF MARKETING (Paper - 205)****Sub. Code: 59580****Day and Date : Saturday, 27 - 10 - 2018****Total Marks : 80****Time : 10.30 a.m. to 1.30 p.m.**

- Instructions :**
- 1) Question No. 8 is compulsory.
 - 2) Solve any four questions from Q. No. 1 to Q. No. 7.

Q1) a) Define Marketing. Explain the significance of marketing. [8]

b) Explain in brief any four core concepts of marketing. [8]

Q2) Explain the micro and macro environment elements of marketing in details. [16]

Q3) What is mean by marketing mix? Explain 7P's of marketing mix. [16]

Q4) a) Explain different problems in service marketing. [8]

b) Explain the concept outsourcing of I.T. services. [8]

Q5) a) Explain the meaning and importance of marketing research. [8]

b) Explain different steps in marketing research process. [8]

Q6) a) State in brief factors affecting consumer behaviour. [8]

b) State the importance of marketing segmentation. [8]

P.T.O.

- Q7)** a) State in brief significance of E-marketing in 21st century. [8]
b) Explain the concepts & techniques of E-marketing. [8]

Q8) Write Short Notes (Any Four): [16]

- a) Holistic marketing.
- b) Green marketing.
- c) Significance of Consumer Behaviour.
- d) Bases of Market Segmentation.
- e) Characteristics of services.
- f) Features of marketing.

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