

Seat No.	
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SA - 476

Total No. of Pages : 2

B.C.A. (Part - I) (Semester - II) Examination, April - 2018

PRINCIPLES OF MARKETING

Sub. Code : 59580

Day and Date : Thursday, 26 - 04 - 2018

Total Marks : 80

Time : 03.00 p.m. to 06.00 p.m.

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

Q1) Define marketing and explain core concepts of Marketing. [16]

Q2) Explain different micro & macro elements of Marketing Environment in details. [16]

Q3) Define Marketing Mix and explain 7P's of Marketing mix. [16]

Q4) Explain different characteristics of services and various problems in service marketing. [16]

Q5) What is mean by 'Marketing Research'? Explain steps in Marketing research process. [16]

Q6) What is E-marketing? Explain the significance of e-marketing in 21st Century. [16]

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Q7) What is mean by 'consumer Behavior'? Explain different factors affecting consumer behaviour. [16]

Q8) Write short notes on (any Four) : [16]

- a) Holistic marketing
- b) Features of Marketing
- c) Outsourcing of I.T. services
- d) Bases of market segmentation
- e) Marketing information system
- f) Significance of consumer behaviour

