

Seat No.	
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B.Com. (Part - I) (Semester - II) (CBCS) Examination,
April - 2019

PRINCIPLES OF MARKETING (Paper - II) (GEC - A2) (New)

Sub. Code : 71495

Day and Date : Monday, 08 - 04 - 2019

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
- 1) Attempt any five questions.
 - 2) All questions carry equal marks.

Q1) Answer the following questions in short (any two) :

- a) What is packaging?
- b) What are the characteristics of services marketing?
- c) What is retail cooperatives?

Q2) Explain the objects of new product development.

Q3) What is pricing? Explain the significance of pricing.

Q4) Explain the factors affecting promotion mix decisions.

Q5) Explain the importance of channels of distribution.

Q6) Describe the different types of retailing.

P.T.O.