

BCM / A-16
PRINCIPLES OF MARKETING
Paper—Opt. (v)

Time allowed : 3 hours]

[Maximum marks : 80

Note : *Attempt five questions in all, selecting at least one question, but not more than two questions from any unit.*

नोट : प्रत्येक इकाई से कम से कम एक तथा अधिकतम दो प्रश्न चुनते हुए, कुल पाँच प्रश्न कीजिये।

Unit-I (इकाई-I)

1. What is Modern Marketing Concept ? Discuss nature and Scope of Marketing. 16
 आधुनिक विपणन की अवधारणा क्या है ? विपणन की प्रकृति एवं क्षेत्र की विवेचना कीजिए। 16
2. Define Marketing Mix. Discuss various elements of Marketing Mix. 16
 विपणन मिश्रण की व्याख्या कीजिए। विपणन मिश्रण के विभिन्न तत्वों की व्याख्या करें। 16
3. What is buyer behaviour ? What is the nature of Indian Consumers buying behaviour. 16
 उपभोक्ता व्यवहार क्या है ? भारतीय उपभोक्ताओं के क्रय व्यवहार की प्रकृति क्या है। 16

Unit-II (इकाई-II)

4. Define Product. Discuss its various types. 16
 उत्पाद को परिभाषित करें। इसके विभिन्न प्रकारों की विवेचना करें। 16

Marketing Nquestion Papers For 23

Jianjun Gao



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