



Semester Two Assessment, 2016

**Faculty / Dept:** Management and Marketing

**Subject Code:** MKTG10001

**Subject Name:** PRINCIPLES OF MARKETING

**Writing time:** 2 hrs

**Reading:** 15 minutes

**Open Book status:** No

**Number of pages (including this page):** 2 pages

**Authorised Materials:**

Students are permitted to bring in English-Other Language Translation Dictionaries without added text. These dictionaries cannot be in electronic form. All dictionaries will be checked during reading time.

**Instructions to Students:**

This examination contributes 60% to the final subject mark.

This examination paper includes one (1) section:

**Section 1:** Contains seven (7) essay questions. You are required to answer three (3) questions. All essay questions are equally weighted.

This section accounts for 100% of the marks for the exam.

**Instructions to Invigilators:**

Student may keep the paper: **No**

Student may annotate the paper during reading time: **Yes**

Paper to be held by Library: **Yes**

**Extra Materials required (please supply):**

Graph paper: **No**

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# Marketing Past Exam Papers

**Andrew Corcoran**



## **Marketing Past Exam Papers:**

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Aggarwal,2025-05-26 Principles of Marketing with Case Based Practical Exercises is a definitive textbook designed to address the evolving marketing landscape in today s competitive environment Grounded in theoretical rigour and supplemented by practical case based exercises aligned with the National Education Policy NEP this book offers a holistic view of marketing principles from foundational concepts to emerging trends like green marketing digital marketing and sustainable marketing This Edition bridges academic depth and applications making it a valuable resource for readers This book is intended for the following audience Undergraduate and Postgraduate Students of Commerce and Management B Com B Com Hons BBA MBA etc Researchers and Academicians seeking a detailed reference on both foundational and evolving marketing practices Industry Practitioners looking to refresh or deepen their conceptual knowledge with examples and case studies especially in the Indian context The Present Publication is the 4th Edition authored by Prof Dr Kavita Sharma and Dr Swati Aggarwal with the following noteworthy features Comprehensive Curriculum Coverage Covers all essential topics aligning with graduate level courses and the latest NEP guidelines Illustrative Learning Aids Enriched with product advertisements flow charts figures and tables to make learning engaging and experiential Case Studies Each chapter features contemporary case studies compiled through secondary sources to illustrate practical applications and foster analytical thinking Case based Practical Exercises Incorporates exercises at the end of each chapter to reinforce critical concepts and enhance problem solving skills in line with NEP Discussion Questions Assists in self assessment and promotes a

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