

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID SEMESTER EXAMINATION: AUGUST 2019
B.COM - III SEMESTER
BC3318 : PRINCIPLES OF MARKETING

Time- 1 hour

Max Marks-30

Section A

I. Answer the following. 5x2=10

1. Define Marketing
2. State the elements of marketing mix.
3. What do you understand by the term consumer behaviour?
4. Write any four components of marketing environment.
5. What is product line and product depth?
6. State any four factors which satisfy consumers.
7. What do you mean by customer value?

Section B

II. Answer any ONE of the following: 2x5=10

8. Differentiate between Marketing and Selling.
9. Explain the factors influencing consumer behaviour.
10. Explain the Product life cycle stages with a diagram.

Section C

III. Answer the following (Compulsory Question) 1x10=10

11. Explain New product development stage with suitable example.