

# School of Finance and Commerce

Commerce  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - H1UB401B - Fundamental of Marketing

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Describe micro environment of marketing. K2 CO2 (5)
2. Describe various elements of 'place; (Element of Marketing-Mix) K1 CO1 (5)
3. Describe Objectives of Marketing. K1 CO1 (5)
4. Explain functions of retailers and mention suitable examples. K3 CO2 (10)
5. Distinguish between advertising and personal selling with examples. K2 CO1 (10)
6. Describe merits and demerits of a market segmentation. K3 CO3 (10)
- 7) Make a format of a Certificate on the occasion of seminar that your school is distributing to students. (enter other required information by your own) K4 CO4 (10)

**OR**

- Write down steps of 'selling process' with examples. K4 CO4 (10)
8. Identify factors affecting marketing-mix for an organization today. Mention suitable examples. K3 CO2 (15)
  9. Illustrate factors influencing price of the products in detail. K4 CO3 (15)
  - 10) Write a detail note on complete buying process through online mode in India today and after sales services. Mention suitable examples. K5 CO5 (15)

**OR**

- Write down various advantages and disadvantages from using whatsapp and also explain how to send money using whatsapp, mention examples K5 CO4 (15)