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School of Finance and Commerce

Bachelor of Commerce Honours
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - H1UB404T - Fundamental of MarketingGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What are the features of Marketing Environment? K2 (2)
- 2) Describe production concept. K1 (3)
- 3) Differentiate between product concept and selling concept. K2 (4)
- 4) Explain the concept of PLC and discuss how it is related to the different stages of market development? K2 (6)
- 5) Explain the new product development process. K3 (6)
- 6) Explain in detail about Micro Environment K3 (9)
- 7) Discuss objectives of Marketing. K4 (8)

- 8) Classify advantages and disadvantages of sales promotion. K4 (12)

OR

Discuss psychological pricing strategy. Illustrate with examples the application of psychological pricing strategy. K4 (12)