

Seat No.	
----------	--

**B.C.A. (Part - I) (Semester - II) Examination, April - 2014**  
**PRINCIPLES OF MARKETING (New) (Revised)**  
**Sub. Code : 59580**

Day and Date : Saturday, 26 - 04 - 2014

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

Instructions : 1) Q. No. 8 is compulsory.  
2) Attempt any 4 Questions from Q. No. 1 to Q. No. 7.  
3) All questions carry equal marks.

*Q1) What is marketing ? explain the features and significance of marketing. [16]*

*Q2) What is marketing environment ? Explain the elements in macro and micro environment. [16]*

*Q3) Define marketing mix and explain the 7p's of marketing mix [16]*

*Q4) a) What is mean by service ? Explain the characteristics of services. [8]*  
*b) Explain the problems in service marketing [8]*

*Q5) Define marketing Research? Explain the steps in marketing research process. [16]*

*Q6) What is consumer Behaviour ? Explain the factors affecting on consumer Behaviour. [16]*

**Q7) What is market segmentation ? Explain the importance and Bases of market segmentation. [16]**

**Q8) Write short notes (any two) [16]**

- a) Green marketing & holistic marketing
- b) Marketing Information system.
- c) Out sourcing of I. T. services.
- d) Techniques of E- marketing.



**[Q9] Explain the concept of marketing mix [10]**

**[Q10] Explain the concept of consumer behaviour [10]**

**[Q11] Explain the concept of service marketing [10]**

**[Q12] Explain the concept of promotional mix [10]**

**[Q13] Explain the concept of consumer segmentation [10]**

**[Q14] Explain the concept of market segmentation [10]**

**[Q15] Explain the concept of consumer behaviour [10]**

Seat No.	
----------	--

**B.C.A. (Part - I) (Semester - II) Examination, October - 2015**  
**PRINCIPLES OF MARKETING**

**Sub. Code : 59580**

**Day and Date : Friday, 30 - 10 - 2015**

**Total Marks : 80**

**Time : 11.00 a.m. to 2.00 p.m.**

**Instructions:** 1) Questions No. 8 is compulsory.  
 2) Solve any four questions from Q.No. 1 to Q.No. 7.

**Q1) a) Explain in brief features of marketing. [8]**

**b) Describe in brief any four core concept of marketing. [8]**

**Q2) a) Explain the challenges and opportunities of marketing in 21<sup>st</sup> century. [8]**

**b) Explain in brief holistic and green marketing. [8]**

**Q3) Explain different elements in micro and macro environment of marketing in details. [16]**

**Q4) Define marketing mix and explain 7P's of marketing mix in details. [16]**

**Q5) a) Explain in brief characteristics of services. [8]**

**b) Explain different problems in service marketing. [8]**

**Q6) a) Explain the concept and techniques of E - Marketing. [8]**

**b) Explain in brief factors affecting consumer behaviour. [8]**

Q7) a) State the components in marketing information system. [8]

b) Explain different steps in marketing research process. [8]

[8]

[8]

Q8) Write short notes (Any Four) [16]

a) Importance of consumer behaviour

b) Importance of marketing segmentation

c) Outsourcing of I.T. service

d) Importance of marketing research

e) Modern marketing concept

f) Significance of marketing



Seat  
No.

**B.C.A. (Faculty of Commerce) (Part - I) (Semester -II)**

**Examination, April - 2016**

**PRINCIPLES OF MARKETING**

**Sub. Code:59580**

**Day and Date :Monday, 25 -04 -2016**

**Total Marks : 80**

**Time :3.00 p.m. to 6.00 p.m.**

**Instructions :**

- 1) Q. No. 8 is compulsory.
- 2) Attempt any 4 Questions from Q. No. 1 to Q. No. 7.
- 3) All questions carry equal marks.

**Q1) Define marketing and explain the core concepts of marketing. [16]**

**Q2) What is marketing environment? Explain the elements in Macro and Micro environment. [16]**

**Q3) What is marketing mix? Explain the 7P's of marketing mix. [16]**

**Q4) What is Marketing Information System? Explain the components of Marketing Information System in detail. [16]**

**Q5) What is E - marketing? Explain the techniques and significance of e- marketing in 21<sup>st</sup> century. [16]**

**Q6) What is consumer Behaviour? Explain the factors affecting on consumer Behaviour. [16]**

**Q7) What is Market segmentation? Explain the importance and Bases of market segmentation. [16]**

Q8) Write short Notes (any two):

a) Marketing in 21<sup>st</sup> century - challenges.

b) Problems in services marketing.

c) Importance of Marketing Research.

d) Outsourcing of I.T. services.

Date and Date: Monday, 22-04-2018

Time: 3.00 p.m. to 6.00 p.m.

Preparations: (1) Q.No. 8 in combination.

(2) Attempt any 4 Questions from Q.No. 1 to Q.No. 5.

(3) All questions carry equal marks.

Q1) Define marketing and explain the core concept of marketing.



Q2) What is marketing environment? Explain the elements in M&M and Micro environment.

Q3) What is marketing mix? Explain the 4Ps of marketing mix.

Q4) What is Marketing Information System? Explain the components of M.I.S.

Information System in detail.

Q5) What is E-marketing? Explain the techniques and significance of e-marketing.

in 21<sup>st</sup> century

Q6) What is consumer Behaviour? Explain the factors affecting consumer behaviour.

in 21<sup>st</sup> century

Q7) What is Market Segmentation? Explain the importance and bases of market segmentation.

in 21<sup>st</sup> century

Seat  
No.

**B.C.A. (Part - I) (Semester - II)**  
**Examination, November - 2016**

**PRINCIPLES OF MARKETING (Paper - 205)**  
**Sub. Code : 59580**

**Day and Date : Thursday, 17 -11 -2016**

**Total Marks : 80**

**Time : 10.30 a.m. to 1.30 p.m.**

**Instructions :** 1) Q. No. 8 is compulsory.  
2) Solve any four questions from Q. No. 1 to Q. No. 7.

**Q1) a) Explain in brief any four care concepts of marketing. [8]**

**b) Explain challenges and opportunities of marketing in 21<sup>st</sup> century. [8]**

**Q2) Explain different elements in micro and macro environment of marketing in detail. [16]**

**Q3) Define marketing mix and explain 7P's of marketing mix. [16]**

**Q4) a) Explain the different components in marketing Information system. [8]**

**b) Explain the significance of E- marketing in 21<sup>st</sup> century. [8]**

**Q5) a) Explain different factors affecting consumer behaviour. [8]**

**b) State different bases of marketing segmentation. [8]**

**Q6) a) Explain different problems in service marketing. [8]**

**b) Explain the concept outsourcing of I.T. Services. [8]**

**Q7) a) Explain in brief Holistic and Green marketing. [8]**

**b) Explain the meaning and importance of marketing research. [8]**

**Q8) Write Short Notes on (Any four). [16]**

**a) Features of marketing.**

**b) Significance of consumer behaviour.**

**c) Characteristics of service marketing.**

**d) Concept of market segmentation.**

**e) Techniques of e-marketing.**



Seat  
No.

B.C.A. (Faculty of Commerce) (Part - I) (Semester - II)

Examination, April - 2017

PRINCIPLES OF MARKETING (Paper - 205)

Sub. Code : 59580

Day and Date : Saturday, 22 - 04 - 2017

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

Instructions : 1) All Questions carry equal marks.

2) Solve any four questions from Q.No.1 to Q.No.7.

3) Question No.8 is compulsory.

Q1) Define marketing and explain marketing in 21<sup>st</sup> century-challenges & opportunities. [16]

Q2) Explain different micro & macro elements of Marketing Environment in details. [16]

Q3) Define Marketing mix and explain 7 p's of marketing mix. [16]

Q4) What is mean by 'Marketing Information System'? Explain different components of Marketing Information System. [16]

Q5) What is E-Marketing? Explain significance of e-marketing in 21<sup>st</sup> century. [16]

Q6) What is mean by 'Consumer Behaviour'? Explain different factors affecting Consumer Behaviour. [16]

Q7) Explain importance of marketing segmentation and explain different Bases of market segmentation. [16]

Q8) Write short notes (any four):

[16]

- (a) Green Marketing.
- (b) Problems in services marketing.
- (c) Importance of Marketing Research.
- (d) Features of Marketing.
- (e) Outsourcing of I.T. services.
- (f) Significance of consumer behaviour.

5 5 5

**B.C.A. (Part - I) (Semester - II) Examination, April - 2018**  
**PRINCIPLES OF MARKETING**  
**Sub. Code : 59580**

Day and Date : Thursday, 26 - 04 - 2018

Total Marks : 80

Time : 03.00 p.m. to 06.00 p.m.

Instructions :

- 1) All questions carry equal marks.
- 2) Solve any four questions from Q.No. 1 to Q.No. 7.
- 3) Question No. 8 is compulsory.

**Q1) Define marketing and explain core concepts of Marketing.** [16]

**Q2) Explain different micro & macro elements of Marketing Environment in details.** [16]

**Q3) Define Marketing Mix and explain 7P's of Marketing mix.** [16]

**Q4) Explain different characteristics of services and various problems in service marketing.** [16]

**Q5) What is mean by 'Marketing Research'? Explain steps in Marketing research process.** [16]

**Q6) What is E-marketing? Explain the significance of e-marketing in 21<sup>st</sup> Century.** [16]

Q7) What is mean by 'consumer Behavior'? Explain different factors affecting consumer behaviour. [16]

Q8) Write short notes on (any Four) : [16]

- a) Holistic marketing
- b) Features of Marketing
- c) Outsourcing of I.T. services
- d) Bases of market segmentation
- e) Marketing information system
- f) Significance of consumer behaviour