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B.C.A. (Part - I) (Semester - II) Examination, April - 2014

PRINCIPLES OF MARKETING (New) (Revised)

Sub. Code : 59580

Total Marks : 80

Day and Date : Saturday, 26 - 04 - 2014

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]

P.T.O.

**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.



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# **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]

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



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**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**

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

**Total Marks : 80**

- 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]**

**P.T.O.**

Q8) Write short Notes (any two):

- Marketing in 21<sup>st</sup> century - challenges.
- Problems in services marketing.
- Importance of Marketing Research.
- Outsourcing of I.T. services.

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**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 core 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]

**P.T.O.**

- 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.



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**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]**

**P.T.O.**

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Q8) Write short notes (any four):

- 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.

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**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]**

**P.T.O**

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

