

SESSIONAL EXAMINATION 2022
CLASS: B.COM 5TH SEMESTER
SUB: PRINCIPLES OF MARKETING

TIME: - 1 hr

Marks: 20

1. Answers these questions (Any four)

5×4=20

- a) What do you mean by marketing? Write the importance of marketing?
- b) Make a review of the evaluation of marketing?
- c) What is marketing mix? Write the various elements of marketing mix?
- d) Write the difference between selling and marketing?
- e) What is business environment? Write the internal factors of business environment?
- f) Discuss the various factors which influence the buying behaviour of consumers?