

FYBMS sem II Medical Exam July 2022

Malini Kishor Sanghvi College of Commerce and Economics

Principles of Marketing

FYBMS SEM – II

Note: All questions are compulsory with internal choice

Section - B

Marks: 40

Q2. Answer the following (ANY – ONE)

10 Marks

- A. Explain the importance of marketing.
- B. Discuss the functions of marketing.
- C. Explain the core marketing concepts.

Q3. Answer the following (ANY – ONE)

10 Marks

- A. Explain the micro environment.
- B. Distinguish between Marketing Research and MIS.
- C. Discuss the personal factors, situational factors and social factors influencing consumer behaviour.

Q4. Answer the following (ANY – ONE)

10 Marks

- A. Discuss the reasons for product lines.
- B. Discuss the pricing strategies.
- C. Explain the significance of promotion.

Q5. Answer the following (ANY – ONE)

10 Marks

- A. Explain the importance of market segmentation.
- B. Discuss the steps in product positioning.
- C. What is internet marketing? Explain its disadvantages.