

F.Y. BMS - Sem II - Reg. Exam - May'22

Malini Kishor Sanghvi College of Commerce and Economics

Principles of Marketing - 14.5.22

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 scope of marketing.
- B. Discuss the 4Ps and 4Cs of marketing.
- C. Distinguish between Marketing and Selling.

Q3. Answer the following (ANY - ONE)

10 Marks

- A. Discuss the features of marketing research.
- B. Explain the nature of MIS.
- C. Discuss the importance of consumer behaviour.

Q4. Answer the following (ANY - ONE)

10 Marks

- A. Explain the new product development process.
- B. Distinguish between skimming pricing and penetration pricing.
- C. Explain the factors influencing channel selection.

Q5. Answer the following (ANY - ONE)

10 Marks

- A. Discuss the steps in market segmentation.
- B. Explain the product positioning strategies.
- C. What is internet marketing? Explain its advantages to the e-marketers and customers.