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Your Roll No.....

Sr. No. of Question Paper : 7766

HC

Unique Paper Code : 22411501

Name of the Paper : Principles of Marketing

Name of the Course : B.Com. (H)

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions.
3. All parts of a question must be attempted together.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

धराती के लिए निर्देश

1. इस समय-पत्र के मिलने से तुरंत लिए गए निर्देशों को ध्यान से पढ़ना आवश्यक है।
2. सभी प्रश्न उत्तर दें।
3. प्रश्न के सभी भाग एक साथ उत्तर दें।
4. इस समय-पत्र का प्रयोग अंतिमी तक करें। किसी एक भाग में उत्तर दें, लेकिन सभी प्रश्नों का उत्तर एक ही डोस दें।

P.T.O.

7766

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1. (a) "Marketing is no more a function of marketing department only." Explain the statement and also discuss the nature and importance of marketing. (3)
- (b) "To be successful a marketer needs to judiciously mix all the elements of marketing?" Briefly explain these elements giving examples. (7)

OR

- (a) Explain the evolution of marketing concepts. (3)
 - (b) Why is it necessary to understand marketing environment? Explain the demographic and economic environmental factors that affect the marketing decisions. (7)
- (क) "विक्रय अब केवल विक्रय विभाग का कार्य नहीं रहा है।" इस कथन की व्याख्या कीजिए और विक्रय के प्रकृति और प्रभाव की विवेचना कीजिए।
- (ख) "सफल होने के लिए विक्रेताओं को विक्रय के सभी तत्वों का विवेकपूर्ण मिश्रण करने की आवश्यकता है।" उपरोक्त कथन इस तथ्यों की प्रतीति में व्याख्या कीजिए।

अथवा

- (क) विक्रय संरचनाओं के विकास की व्याख्या कीजिए।

E Commerce Final Exam True Or False

L Reisser



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