

School of Finance and Commerce**Bachelor of Commerce Honours
Semester End Examination - Jun 2024****Duration : 180 Minutes
Max Marks : 100****Sem IV - H1UB404T - H1UB401B - Fundamental of Marketing**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1) | Explain personal selling. | K1(2) |
| 2) | Discuss the various stages of a new product development process | K2(4) |
| 3) | Discuss market targeting. Describe the important types of market targeting | K2(6) |
| 4) | Explain functions of wholesalers. | K3(9) |
| 5) | Explain in brief the difference between personal selling and sales promotion. | K3(9) |
| 6) | Discuss the evolution of marketing | K5(10) |
| 7) | Analyse process of positioning with examples. | K4(12) |
| 8) | Examine challenges faced by companies today to penetrate rural markets in India. | K5(15) |
| 9) | Dicuss various types of Marketing | K5(15) |
| 10) | Discuss in detail regarding segmentation, targeting and positioning | K6(18) |