

**School of Finance and Commerce****Bachelor of Commerce Honours  
Semester End Examination - Jul 2024****Duration : 180 Minutes  
Max Marks : 100****Sem IV - H1UB404T - 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)  | Define the term 'Product'   | K1(2)  |
| 2)  | What is the nature and importance of advertising?                                   | K2(4)  |
| 3)  | Define the following: Product width, length, depth and consistency                  | K2(6)  |
| 4)  | Write objectives of price.  | K3(9)  |
| 5)  | What is the role of an Advertising Agency in modern day marketing scenario?         | K3(9)  |
| 6)  | Examine digital campaign development cycle in detail.                               | K5(10) |
| 7)  | What is the green marketing. Explain with suitable examples.                        | K4(12) |
| 8)  | Examine Factors affecting pricing of a product.                                     | K5(15) |
| 9)  | Discuss the various steps of designing distribution channels.                       | K5(15) |
| 10) | Discuss micro environment and macro environment of the business in marketing field. | K6(18) |