**B.Com V-Semester Examination**

**Fundamentals of Marketing**

**Course No. UBCTE-505**

*Time Allowed: 21/2 Hours Maximum Marks: 80*

**Section- A**

**(5x3=15)**

**Note:** Attempt **all** the questions. Each question carries **three** marks. Answer to each question should be within 70-80 words.

1. Define the term ‘Marketing’?
2. Write a short note on marketing information system and marketing intelligence system?
3. What do you understand by product and service?
4. Explain in brief: advertising and sales promotion?
5. What do you understand by Niche marketing?

**Section- B**

**(5x7=35)**

**Note:** Attempt all the questions. Each question carries **seven** marks. Answer to each question should be within 250-300 words.

1. Explain the various features of marketing?
2. What are the various information sources in marketing?
3. What are the various types of products?
4. Which factors are considered while setting up of prices of a product or a service?
5. What are the various new trends in marketing?

**Section- C**

**(2x15=30)**

**Note:** Attempt any **two** questions. Each question carries **fifteen** marks. Answer to each question should be within 500-600 words.

1. Discuss various types of marketing environment?
2. Explain the various stages in marketing research?
3. Discuss product life cycle?
4. What are the various distribution channels?
5. Discuss in detail the following:
6. Relationship marketing
7. Online marketing
8. Mobile marketing