

October - 2015
Principles of Marketing-II(3356)

B. Com. Sem -4

Total Marks -70

Q.1 Define Distribution Channel. Discuss types of Distribution Channels.

Or

Differentiate between Wholesaler and Retailer.

Q.2 Compare and contrast TV and Print Media as Advertisement .

Or

What are the characteristics an individual most hold to become a successful salesman.

Q. 3 Discuss the steps involved in Marketing Research Process.

Or

Elaborate in detail forecasting methods of Current and future demand.

Q. 4 Discuss consumer protection movement in India. What are the legal protection available for Indian Consumer?

Or

Discuss issues involved in Rural Marketing.

Q. 5 Write detail note.(any one)

A. e-marketing.

B. Marketing of Servicing..