

**ASSIGNMENT QUESTIONS OF U.G
COMMERCE (B.COM)**

SEMESTER – V

DSE-1 (b)

PRINCIPLES OF MARKETING

GROUP A

Answer any 1 question (Maximum 600 Words) [1X8 = 8]

1. Write short note on the following: [2X4 = 8]
- a) "Selling vs Marketing".
 - b) "Marketing mix"
2. Briefly discuss the following with suitable examples: [2X4 = 8]
- a) "Factors influencing consumer buying behaviour";
 - b) "Bases of Market Segmentation"

GROUP B

Answer any 1 question (Maximum 1000 Words) [1X12= 12]

1. Discuss the following: [6+6 = 12]
- a) "Factors affecting price of a product";
 - b) "Factors affecting choice of distribution channel".
2. Answer the following questions: [6+ 6= 12]
- a) With suitable example describe "Product Classification";
 - b) Discuss the concept of "Product Life Cycle" of a product with suitable example.