

Bankim Sardar College

2nd Year Examination B.Com

Hons./Gen. Subject: Principal of Marketing & E-Commerce

Answers of each group should be in separate answer-sheet

Group – A (F.M. 20)

Answer any two questions

10X2

- 1. Define Marketing. Distinguish between Marketing and Selling. (2+8)**
- 2. Define Geographic segmentation and Demographic Segmentation. (5+5)**
- 3. Define product, Product Mix, Branding, Packaging. (2.5x4)**
- 4. Discuss Product Life Cycle.**

Group – B (F.M. 30)

Answer any two questions

15X2

- 5. Discuss 4 p's of marketing.**
- 6. What do you mean by E-Commerce and discuss its importance. (5+10)**
- 7. What do you mean by CRM? Discuss the function of CRM. (5+10)**
- 8. What do you mean by ERP and discuss its features. (5+10)**