BCA - I ( Sem II)

1. Subject :- Principles of Marketing

Q.1) Explain significance of E Marketing.

Q.2) What Is Marketing? Explain core concept of marketing.

Q.3) What is Marketing Mix. Explain7 P’s of Marketing Mix.

Q.4) Explain Market Segmentation. Explain bases of Market Segmentation.

Q.5) What is Consumer Behavior. Explain significance of Consumer Behavior.

Q.6) What is Services ? Explain characteristics of Services.

Q.7) Explain problems in Service Industry.

Q.8) Explain Holistic Marketing

Q.9) Explain Green Marketing

Q.10) What is Marketing Environment.

Q.11) Explain elements of Micro & Macro environment.

Q.12) Explain meaning & significance of Consumer Behavior.

Q.13) Explain factors affecting Consumer Behavior.

Q.14) What is E Marketing? Explain Concept & techniques of E marketing.

Q.15) Explain features of marketing.