

Course/ Mode: B.Com, CBCS
Semester: V
Paper Name: Fundamentals of Marketing
Paper Code: 52415505

Attempt any four questions, all questions carry equal marks.

1. Discuss the role of social and cultural factors in shaping the buying behaviour of a consumer.
2. What factors should be taken into account while planning the distribution network of a product? Discuss.
3. Explain the key consideration while deciding the price of a product.
4. What is meant by product mix? Briefly discuss various steps involved in the new- product development process.
5. What do you understand by branding, packaging and labelling? What are the advantages of branding?
6. Write Short note on any three:
 - a) Consumer Behaviour
 - b) Rural Marketing
 - c) Sustainable Marketing
 - d) Ethical Issues in Marketing