

Unique Paper Code: 52417502

Name of the Paper: **Principles of Marketing**

Name of the Course: **B.Com CBCS**

Semester: **V**

Duration: **3 hours**

Maximum Marks: **75 Marks**

**Attempt any four questions. All questions carry equal marks.**

Q.1. A firm in the hospitality industry focuses on the traditional marketing mix and fails at the market place. State most probable reasons for its failure taking an appropriate example from any sector of your choice from the industry viz., hotels, travel and tourism, events and others

Q. 2. The marketing manager of a telecommunication company wants to scan the marketing environment. Explain the economic and technological environmental factors that will affect his marketing decisions.

Q. 3. Why is it important for marketers to study the behaviour of their customers? Discuss the psychology of the consumer while he/ she make a purchase decision for fashion clothing and accessories.

Q.4. A Furniture industrialist is a new player in the market. While deciding his pricing strategy, the manager wants to seek your recommendation about choosing between Penetrating pricing and Skimming pricing. Give your recommendations with reasoning.

Q.5. A marketing manager of a company has to formulate strategies to promote a new brand of mid-sized automobile. Discuss the blend of the various promotion mix elements under the Integrated Marketing Communication.

Q.6. Discuss the factors that influence a marketer's decision while choosing the logistics for the sale of fine crystals and imported cars.

## SET-B

Unique Paper Code	:	52415501
Name of the Paper	:	Principles of Micro Economics
Name of the Course	:	B.Com (P)
Semester	:	V
Duration	:	3- Hours
Maximum Marks	:	75-Marks

### Note: -

The department of commerce does not offer this paper to B.Com (P) students. This paper is offered to the students other than B.Com (P) as GE-paper as per CBCS Guidelines.

### Instructions for Candidates.

1. All questions carry equals marks.
2. Attempt any four out of six questions.

1. Calculate price elasticity of demand for a movement from point B to point E and from E point to B and midway between them. **(18.75 Marks)**

Px	Qx	Point
5	0	A
4	100	B
3	200	C
2	300	D
1	400	E

2. How Slutsky's approach differ from Hicksian approach explain diagrammatically. **(18.75 Marks)**
3. Calculate Total Fixed Cost, Total Variable Cost, Average Cost and Marginal Cost. **(18.75 Marks)**

Output (Units)	Total Cost
0	60
1	90
2	116
3	144
4	176

4. Explain short run and long run equilibrium under Monopoly Market **(18.75 Marks)**
5. Distinguish between perfect and imperfect competition. How are the price determined under perfect competition **(18.75 Marks)**
6. Explain the concept of Economic Rent. Show how rent earned by a factor depends upon the elasticity of supply of a factor. **(18.75 Marks)**