

**2- Give short answers to the following questions:**

2x8

i) Define Marketing.

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ii) Define the Concept of Market Segmentation.

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iii) List down Stages of New Product Development.

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iv) Define “Franchising” as a Distribution Technique.

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v) Management Information System.

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vi) Management by Objectives.

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vii) Competitors.

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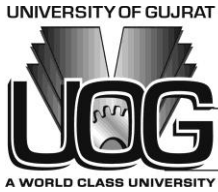
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viii) Define Feedback Control.

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(M.Com Part-I)

# Principles of Marketing & Fundamentals of Management

Roll No: \_\_\_\_\_

Time Allowed : 2:25 hrs

Max. Marks : 68

Attempt **FOUR** Questions in all. All Questions carry equal marks.

## SUBJECTIVE PART

- 3-** How could a Marketing Manager prepare himself to price changes by using different Pricing Strategies? 17
- 4-** Discuss the Theories of PSYCHOLOGICAL INFLUENCES on Buyer's Buying Behaviour. 17
- 5-** Explain the Elements of PROMOTIONAL MIX. 17
- 6-** Briefly explain the Functions of MANAGEMENT. 17
- 7-** Discuss the various Dimensions of ORGANIZATION's CULTURE. 17
- 8-** Describe Three Steps in the CONTROL PROCESS. 17

\*\*\*M.Com-I (13/A) (M.C-I) \*\*\*