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GURUDAS COLLEGE

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Date:02.12.2020

Internal Examination 2020
B.Com Part II (Hons. And General)
Principles of Marketing and E-Commerce
Paper:C22G

Full Marks: 50

Time : 1hr 30mins

Group- A

Principles of Marketing

1. What is marketing research? Explain the different techniques of Marketing research (10)
2. Explain the 4Ps of Marketing. What are the different phases of product life cycle. Demonstrate in detail (5+10)

Group- B

E-Commerce

3. Write brief notes about the different business models of E commerce with suitable examples. (25)