

SJHS GUJRATI INNOVATIVE COLLEGE OF COMMERCE AND SCIENCE

SEMESTER V

PRINCIPLES OF MARKETING

SUBMISSION DATE: 10.10.2018

SUBMITTED TO: Prof MEENAKSHI DESHMUKH

Q.1 Write short notes to show your understanding of meaning of “social responsibility of marketing”. Use examples to illustrate.

Q.2 What do you mean by “Market Segmentation”? Explain its types.

Q.3 Explain briefly what is “Marketing Mix”?

Q.4 What do you mean by Departmental stores? How does it differ from Super market? Explain.

Q.5 “Personal Selling is not only the salesmanship, but it is much more than that”. Comment on the statement and describe the characteristics of personal selling.