

UNDERGRADUATE INTERMEDIATE EXAMINATION, 2020

KISHORE BHARATI BHAGINI NIVEDITA COLLEGE (CO-ED)(542)

B.COM PART II(HONOURS/GENERAL/MAJOR)EXAMINATION,2020

PRINCIPLES OF MARKETING AND E-COMMERCE

(C22G-A&B)

FULL MARKS – 50

TIME-1 HOUR

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SEND THE PHOTO OF YOUR ANSWER SHEET IN THE ABOVE EMAIL-ID.

PRINCIPLES OF MARKETING (C-22G-A)

1.What is Product Life Cycle (PLC)? Discuss different stages of PLC with suitable diagram.(3+20+2=25)

Or,

What is promotional mix?Discuss the features of all types of promotional mix.

(5+20=25)

E-COMMERCE(C-22G-B)

1.What is E-Commerce?Distinguish between Traditional Commerce and E-Commerce.(5+20=25)

Or,

Write short notes(5X5=25)

a)B to C model

b)Debit Card

c)Smart Card

d)DigitalWallet

e)Core Banking solutions
