**SESSIONAL EXAMINATION 2024**

**B.com 2nd semester FYUGP**

**Sub: - Principles of marketing**

**Time: 1-hour Total Marks:20**

Answers these questions (any four) 5×4=20

1. What is marketing and its importance?

2. Explain the function of marketing?

3. What is marketing mix and its elements?

4. What is the difference between selling and marketing?

5. Discuss the steps in marketing process?

6. What is marketing environment? Write the types of marketing

environment?