

Q.P. Code – 04C105

First Semester B.Com. Degree Examination, May/June 2022

(NEP Scheme)

Commerce

Paper B.Com.1.3 – PRINCIPLES OF MARKETING

Time : 2 Hours)

(Max. Marks : 60

Instructions to Candidates :

Answers should be written completely either in Kannada or in English.

SECTION – A/ವಿಭಾಗ – ೧

Answer the following :

Bcom Sem 1 Final Exam Marketing Guide

Dr. Shailesh Tandon



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SBI PO Phase 1 Preliminary Exam Guide 2021 Arihant Experts,2020-12-27 1 SBI PO Phase II Main Examination is a complete study guide for the upcoming paper 2 This guide is divided into 3 sections 3 Each section is accompanied by Unit Test 4 More than 3500 MCQs are provided for the quick revision of concept 5 Previous Years Solved Paper 2019 2015 for thorough practice 6 3 Practice Sets are given for practice The State Bank of India SBI has invited applicants to recruit 2000 eligible and dynamic candidates for the posts of Probationary Officer PO across India The current edition of Study Guide SBI PO Phase I Preliminary Examination 2020 21 has been designed carefully on the exact lines of the latest pattern The book is divided into 3 different sections that are giving the comprehensive coverage to the syllabus Every section and sub section is accompanied with Unit Test for the quick revision of the topics Along with theories there are more 3500 MCQs are provided to help aspirants grasp the full knowledge of the type of questions asked in the exam Previous Years Solved Papers 2019 2015 and 3 Practice Sets are provided in the book for thorough practice analyze the paper pattern It is a well organized and well researched book to get started for the preparation of SBI PO Phase II TOC Solved Paper Pre 2019 15 English Language Quantitative Aptitude Reasoning Ability 3 Practice Sets **NEP Service Marketing B. Com. 4th Sem (MJC-7)** Vikas Sharma,Sanjay Gupta,2025-01-09 1 Service Sector Meaning Nature and Importance 2 Classification and Types of Services 3 Service Marketing Environment 4 Service Marketing Mix Product Mix 5 Marketing Mix Promotion Mix and Distribution Mix 6 Three P s of Service Marketing Mix Process II 7 Three P s of Service Marketing Mix Process II 8 Management of Marketing People for Services 9 Market Segmentation 10 Targeting and Positioning 11 Profit Making Service Organisations 12 Non Profit Making Service Organisation **Essentials of E-Commerce B.Com 2nd Semester - Syllabus Prescribed by National Education Policy** M.K. Mallick ,2022-04-13 ESSENTIALS OF E COMMERCE Unit 1 Internet and Commerce Business Operations in Commerce Practices Vs Traditional Business Practices Benefits of E Commerce to Organisation Consumers and Society Limitation of E Commerce Unit 2 Application in B2C Consumers Shopping Procedure on the Internet Products in B2C Model E Brokers Broker Based Service Online Online Travel Tourism Services Benefits and Impact of E Commerce on Travel Industry Online Stock Trading and Its Benefits Online Banking and its Benefit Online Financial Services and its Future Unit 3 Application in B2B Applications of B2B Key Technologies for B2B Characteristics of the Supplier Oriented Marketplace Buyer Oriented Marketplace and Intermediate Oriented Marketplace Just in Time Delivery in B2B Unit 4 Applications in Governance EDI in Governance E Government E Governance Applications of the Internet Concept of Government to Business Business to Government and Citizen to Government E Governance Models Private Sector Interface in E Governance Universities Handbook ,2010 World Guide to Library, Archive and Information Science Education Axel Schniederjürgen,2008-12-19 This directory lists education institutions world wide where professional education and training programmes in the field of library archive and information science are carried out at a tertiary level of education or

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