

Department of Commerce
University of Delhi

Course : B Com (H)	Semester : V
Subject : Principles of Marketing	
Paper No. : Paper BCH 5.1	

The meeting for the above mentioned paper was held at Lakshmi bai College on 1st August 2017 at 12 pm. The following guidelines were set in the meeting with the consent of all teachers and the representative of Department of Commerce, University of Delhi:

General Guidelines:-

1. Each question should be divided into two parts i.e. (a) and (b).
2. Internal choice within the question.
3. 2^{1/2} questions from Unit I and II.
4. One question each, from Unit III and Unit IV.
5. 1/2 question from Unit V.

Unit Wise Specific Guidelines:-

1. Unit-1:
Evolution of Marketing Concepts- All concepts including Holistic Marketing Concept, Marketing Mix- 7Ps.
2. Unit-2:
Product Differentiation should be discussed with reference to Positioning.
Product- 5 levels of product
Product Mix- should include Length, Breadth, Depth and Consistency of the product-mix.
Brand- Concept, Functions, Importance, Types of Brands, Qualities of a Good Brand
Packaging and Labeling- Meaning and Functions.
3. Unit 3:
Pricing methods- Cost-based Pricing, Demand based Pricing, Competition based pricing.

Policy & Strategy- Penetration Pricing, Market skimming, Psychological Pricing, Discriminatory Pricing, Geographical Pricing, Discount & Allowances.

4. Unit 5:

Development and Issues in Marketing- An overview of each issue listed in the syllabus.

Note: Application-based questions to be discussed in every Unit.