

[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 836

I

Unique Paper Code : 2412082303

Name of the Paper : Principles of Marketing

Name of the Course : B.Com. (H)

Semester : III, DSC, UGCF

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all question, all questions are compulsory.
3. All questions carry equal marks.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए।