

(d) **Product differentiation**

(e) **Product branding**

(f) **Marketing channel**

(g) **Public relations**

(h) **Web marketing**

### **SECTION - B**

#### **UNIT - I**

2. "Marketing begins before production and continues even after transaction." In the light of this statement discuss the nature and scope of marketing.
3. What is marketing information system ? How does it help marketing people in decision making ?

#### **UNIT - II**

4. What is business buying behavior ? Who are the participants in business buying process ? Enumerate various stages of buying decision process in business markets.
5. What do you mean by market segmentation ? Discuss the bases used for segmenting the market taking suitable examples.

#### **UNIT - III**

6. (a) What do you understand by product mix ? Explain in brief.  
(b) Discuss the role of packaging in market development, with suitable examples.
7. Explain the various methods of pricing. What are the factors to be considered before setting of prices ?

#### **UNIT - IV**

8. 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.
9. What do you mean by controlling the marketing efforts ? Discuss various types of controls used by business organization.

9. (a) What is Internet ? Explain the main applications of internet. 4

(b) Explain the positive and negative impacts of Computer Technology in detail. 4

97549-6250-(P-4)(Q-9)(19) (4)

Roll No. ....

97549

M. Sc. Computer Science 2nd Sem. CBCS  
Examination – May, 2019

COMPUTER FUNDAMENTALS (Foundation Elective  
Course) (CBCS)

Paper : 16CSAF1

Time : Three Hours ]

[ Maximum Marks : 40

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any five questions, selecting at least one from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. (a) Explain RAM and ROM.  $8 \times 1 = 8$   
(b) What do you mean by transmission modes ?  
(c) Explain the features of spreadsheet.  
(d) What is the uses of magnetic tape ?  
(e) What do you mean by E-Mail ?

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P. T. O.