

# **Alipurduar College (Govt. Sponsored)**

**Internal Assessment: 2020**

**B.Com Honours**

**Sem-IV**

**Course- DSC-10: PRINCIPLES OF MARKETING**

**[20]**

**Answer any one question**

**20**

- 1. Suppose you are launching a new car in the market, what are the macro economic factors you have to keep in mind?**
- 2. Suppose you are launching a new health drink, what will be the bases of segmentation of the market? What will be your target segment?**