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3 SEM TDC PMTG 1 (Sp) (N/O)

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(November)

COMMERCE

(Speciality)

Course : 301

(Principles of Marketing)

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

Time : 3 hours

1. (a) Write 'True' or 'False' : 1×4=4

(i) Marketing means selling, but selling does not mean marketing.

(ii) Market segmentation strategy and market positioning strategy are the facets of a single coin of segmentation strategy that identifies the customers to be targeted.

(iii) All advertising is propaganda, but all propaganda is not advertising.

(iv) Physical distribution is a major component of marketing mix.

(b) Fill in the blanks : 1×4=4

(i) The concept of _____ has turned everybody to enjoy now and pay later.

(ii) The consumer buying process is a _____ step activity.

(iii) Branding is the process of finding and fixing the means of _____.

(iv) Wholesale traders are _____ middlemen.

2. Write short notes on : 4×4=16

(a) Product mix

(b) Product emotional buying motives

(c) Skimming price policy

(d) Travelling salesman

3. (a) What are the significances of modern marketing? Explain any six new waves of thought that have come to light in marketing. 6+8=14

Or

(b) What is marketing mix? What are its elements? Discuss the variables of promotion mix. 2+4+8=14

4. (a) What are various stages of buying process? Discuss the major psychological determinants of consumer behaviours. 6+8=14

Or

- (b) What benefits accrue to a firm through practising the segmentation strategy? Critically discuss the bases for market segmentation. 6+8=14

5. (a) What steps are involved in new product development? Discuss how to achieve success in new product development. 7+7=14

Or

- (b) Explain the stages of product life cycle. What strategies a company resort to keep growing in growth stage? 8+6=14

6. (a) What are the goals and tasks of promotion? Discuss the factors that affect the promotion mix. 6+8=14

Or

- (b) Explain the role of wholesalers in the process of physical distribution. Can they be eliminated from the process of distribution? Discuss. 6+8=14

(Old Course)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

1. (a) Write 'True' or 'False' : 1×4=4

(i) Megamarketing is the set of those strategies where closed markets are opened-up.

(ii) Perception process leads to thought and thought leads to action.

(iii) The riskiest part of marketing management today is the development and distribution of new product.

(iv) Going rate pricing is the method of setting the prices on the basis of demand.

(b) Fill in the blanks : 1×4=4

(i) Speed marketing is also called as _____ marketing.

(ii) With the help of market segmentation, the firm would be in a better position to spot and compare marketing ____.

(iii) In case of 'push' policy of marketing strategy, the ____ play an active role in creating demand.

(iv) Advertising increases and stabilises the sales ____.

2. Write short notes on :

4×4=16

(a) Place mix

(b) Sociological determinants of consumer behaviour

(c) Branding

(d) Skimming price policy

3. (a) Compare 'marketing' with 'selling'. Discuss those entities with which marketing people are involved.

4+7=11

Or

(b) Discuss the factors which influence the marketing concept. What are the benefits of marketing concept to the firms and the society?

5+6=11

4. (a) What is consumer behaviour or buying process? Discuss those economic determinants which influence the consumer behaviours. 3+8=11

Or

- (b) Bring to light the costs of market segmentation. Discuss the benefits of sound marketing segmentation. 6+5=11

5. (a) What are the objectives of product planning? How to achieve success in new product development? 5+6=11

Or

- (b) How is brand success determined? What are the benefits of branding to producers and consumers? 4+7=11

6. (a) Explain the appropriate approach to pricing or pricing policy. 11

Or

- (b) What is promotion mix? Discuss the factors that affect the promotion mix. 3+8=11

7. (a) Who is a wholesaler? Discuss the functions of wholesaler in the process of marketing of goods. Explain the services rendered by wholesaler to producer.

2+6+4=12

Or

- (b) Discuss the role of physical distribution system and explain various components of physical distribution system.

6+6=12

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