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

2017

(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. Answer the following questions as directed :

1×8=8

- (a) Who is a marketer?
- (b) Write any one of the marketing activities done before production of goods or services.
- (c) Modern concept of marketing is always _____ oriented.

(Fill in the blank)

(d) A certificate which enables a consumer to get a certain reduction in price on next purchase of particular product is called

(i) discount

(ii) discount coupon

(iii) cash discount coupon

(iv) trade discount coupon

(Choose the correct answer)

(e) Write the full form of GST.

(f) Write one function of marketing channel.

(g) Sales promotion is an element of promotion mix.

(State True or False)

(h) _____ means putting identification marks on the package.

(Fill in the blank)

2. Write short notes on any *four* of the following :

4×4=16

(a) Importance of environmental analysis

(b) Factors influencing consumer behaviour

- (c) Buying motives
- (d) After sale service
- (e) Factors affecting choice of a distribution channel

3. (a) Define the terms 'market' and 'marketing'. How modern concept of marketing differs from traditional concept of marketing? 2+2+10=14

Or

(b) "Marketing mix is a mix of mixes." Elucidate the statement. 14

4. (a) What do you mean by consumer behaviour? How does it help a business firm in dealing with customer? Explain. 4+10=14

Or

(b) What are the various methods of segmenting the markets? Explain the criteria of successful market segmentation. 7+7=14

5. (a) Explain the term 'brand' with example. Discuss the benefits and limitations of branding a product. $4+5+5=14$

Or

- (b) Give the meanings of 'price' and 'pricing'. Explain the objectives of pricing policy of a business firm. $2+2+10=14$

6. (a) What do you mean by 'physical distribution'? Discuss its role in modern marketing. $4+10=14$

Or

- (b) Define sales promotion. Discuss the various methods of sales promotion of new products. $4+10=14$

(Old Course)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

1. (a) Write True or False : 1×5=5

- (i) Modern concept of marketing is product oriented.
- (ii) The distribution of goods is the last phase of the process of marketing.
- (iii) A brand is generally a symbol of enterprise.
- (iv) The practice of charging different prices from different customers is called price fluctuation.
- (v) The meaning of digital marketing is selling through Internet.

(b) Fill in the blanks : 1×3=3

- (i) Classification of goods on the basis of quality is called _____.
- (ii) Advertising is an _____ form of communication.
- (iii) _____ is the non-paid form of communication of information about the products.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Selling and marketing
- (b) Bases for market segmentation
- (c) After sale service
- (d) Promotion mix
- (e) Components of physical distribution channels

3. (a) Explain the nature and scope of marketing. 5½+5½=11

Or

(b) Discuss briefly the factors which influence the marketing environment. 11

4. (a) What is meant by market segmentation? Discuss the significance of market segmentation in marketing decision-making. 3+8=11

Or

(b) What are the factors which influence the consumer's behaviour in the purchase of a particular product? Explain. 11

5. (a) Explain the concept of 'packaging' and discuss its various functions. $3+8=11$

Or

- (b) What is product life cycle? Briefly explain the stages of product life cycle. $3+8=11$

6. (a) Explain the objectives of pricing policy of a business firm. 11

Or

- (b) Briefly explain the various methods of sales promotion. 11

7. (a) What is meant by distribution channel? Explain the role of wholesalers in distribution of goods. $4+8=12$

Or

- (b) Briefly explain the following : $6+6=12$

(i) Types of distribution channels

(ii) Factors affecting the choice of a distribution channel