

**2 0 1 4**

( November )

**COMMERCE**

( Speciality )

Course : 301

( **Principles of Marketing** )

*Full Marks : 80*

*Pass Marks : 32*

*Time : 3 hours*

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

1. (a) Write 'True' or 'False' : 1×5=5
- (i) Marketing is an arrangement providing an opportunity for exchange of goods.
  - (ii) The scope of marketing and selling are same.
  - (iii) Product planning activity is designed to guarantee firm's survival.

( 2 )

(iv) Competition influences the product pricing decision.

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

(b) Fill in the blanks : 1×3=3

(i) — is the process of finding and fixing the means of identification.

(ii) Marketing mix is an important component of product — decision.

(iii) Electronic retailing facilitates — shopping.

2. Write short notes on (any four) : 4×4=16

(a) Product mix

(b) Test marketing

(c) Skimming pricing policy

(d) Buying motives

(e) Trademark

(f) Inventory control

( 3 )

3. (a) Compare and contrast between the modern concept of marketing and the traditional concept of marketing. 11

Or

(b) What is 'marketing mix'? Explain the elements of marketing mix. 3+8=11

4. (a) What do you mean by consumer behaviour? What logical steps are involved in consumers' buying process? Discuss. 3+8=11

Or

(b) Discuss briefly the bases of market segmentation. 11

5. (a) Discuss in brief the different stages of developing a new product. 11

Or

(b) What is product life cycle? What strategies a marketer has to adopt to overcome the hurdles of the growth stage of a product? 3+8=11

6. (a) Explain the role of pricing in marketing mix. 11

Or

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

( 4 )

7. (a) What do you mean by distribution channels? Explain the factors affecting the choice of a right distribution channel. 4+8=12

Or

- (b) Examine the role of wholesalers in the process of physical distribution. Can they be eliminated from the process of distribution? Justify your answer. 6+6=12

\*\*\*