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5 SEM TDC POM (CBCS) C 511

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(Nov/Dec)

COMMERCE

(Core)

Paper : C-511 (Group—III)

(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) Choose the correct answer : 1×4=4

(i) Marketing creates _____ for goods and services.

(1) customer

(2) demand

(3) product

(4) All of the above

(ii) Products are more identified by their _____ name.

- (1) brand
- (2) company
- (3) quality
- (4) None of the above

(iii) Promotional activities include

- (1) advertising and selling
- (2) sales promotion
- (3) publicity
- (4) All of the above

(iv) Marketing mix should be so planned that it fulfills the needs of consumer as well as the organization.

- (1) True
- (2) False

(b) State whether the following statements are 'True' or 'False' :

1×4=4

(i) Role of marketing has become vital because of changes and increased production.

(ii) Consumer's behaviour and buyer's behaviour are synonymous.

(iii) Newspapers are most suitable for advertising consumer products.

(iv) The effect of sales promotion is temporary and short-lived.

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

- (a) Marketing environment
- (b) Bases for market segmentation
- (c) Product life cycle
- (d) Reasons for sales promotion
- (e) Product mix

3. (a) Define marketing mix. Discuss the elements of marketing mix. $4 + 8 = 12$

Or

(b) Explain the importance and significance of marketing in modern business environment. $6 + 6 = 12$

4. (a) What do you understand by market segmentation? Discuss the benefits of market segmentation. $4 + 8 = 12$

Or

(b) What is consumer behaviour? Discuss the determinants of consumer behaviour. $4 + 8 = 12$

5. (a) What is price? Discuss the importance and significance of pricing. $2+5+5=12$

Or

- (b) What do you understand by product development? Discuss the various stages of product development. $4+8=12$

6. (a) What is promotion mix? Discuss the various components of promotion mix. $4+8=12$

Or

- (b) Define a channel of distribution. Discuss the services offered by retailer and wholesaler in a distribution channel. $4+4+4=12$

7. (a) Discuss the role of distribution channel in marketing and distribution of goods and services. 12

Or

- (b) What is branding? Discuss the importance and significance of branding. $2+10=12$
