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4 (Sem-5/CBCS) COM HC 1 (PoM)

2021

(Held in 2022)

COMMERCE

(Honours)

Paper : COM-HC-5016

(Principles of Marketing)

Full Marks : 80

Time : Three hours

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

1. Answer the following as directed :

1×10=10

(a) Which of the following is not included in demographic segmentation of markets ?

(i) Gender

Contd.

(ii) Age

(iii) Education

(iv) Culture

(Choose the correct answer)

(b) Who introduced the concept of 'Marketing Mix' ?

(i) William J. Stanton

(ii) Philip Kotler

(iii) Henry L. Hemen

(iv) N. H. Borden

(Choose the correct answer)

(c) Which of the following is not an uncontrollable factor of marketing environment ?

(i) Economic growth

(ii) Level of education

(iii) Marketing mix

(iv) Price policy

(Choose the correct answer)

(d) Which one of the following is not a psychological factor of consumer behaviour ?

(i) Motivation

(ii) Family income

(iii) Attitude

(iv) Perception

(Choose the correct answer)

(e) 'Mobile hand-set' is an example of —

(i) perishable goods

(ii) non-durable goods

(iii) durable goods

(iv) None of the above

(Choose the correct answer)

(f) Producing a cheaper product is the focus of the 'product concept' of marketing. *(State True or False)*

(g) Packaging is an activity which is concerned with protection, economy, convenience and promotional consideration. (State True or False)

(h) Under 'Penetration pricing policy', the price of new product fixed at initial stage is high. (State True or False)

(i) In product development process, forecasting stage precedes commercialisation and launch of product. (State True or False)

(j) A company that attaches the same brand name to all of its products is called family umbrella branding. (State True or False)

2. Answer the following questions :

2×5=10

(i) What is green marketing ?

(ii) What is trademark ?

(iii) Write two advantages of direct marketing.

(iv) What is impulse goods ?

(v) Write briefly on affiliate marketing.

3. Answer **any four** of the following :

5×4=20

(i) Distinguish between selling and marketing.

(ii) Write the importance of study of consumer behaviour.

(iii) Explain the factors influencing product pricing decisions.

(iv) Explain briefly the role of channels of distribution in modern business world.

(v) Write five advantages of social marketing.

(vi) Explain the factors influencing in selection of distribution channel.

4. Discuss the different components of marketing environment. 10

Or

Discuss the scope and importance of marketing in modern-day economy. 5+5=10

5. What is consumer behaviour? Explain the various factors that influence consumer behaviour. 2+8=10

Or

What is market segmentation? Describe the different bases used for market segmentation. 2+8=10

6. What is product life cycle? Describe the different stages of product life cycle. 2+8=10

Or

What is new product development? Explain the various steps involved in new product development process. 2+8=10

7. What is promotion mix? Explain the factors affecting promotion mix decisions. 3+7=10

Or

Highlight the importance of advertising. In this context, explain how marketing goals are met with advertising campaigns. 4+6=10