**2023/TDC(CBCS)/ODD/SEM/
COMHCC–501T/329**

TDC (CBCS) Odd Semester Exam., 2023

COMMERCE

(Honours)

(5th Semester)

Course No. : COMHCC–501T

(Principles of Marketing)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

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

SECTION—A

Answer *ten* questions, selecting any *two* from each
Unit :   2×10=20

UNIT—I

1. Explain two important features of marketing.

2. State the important two functions of marketing.

3. Define marketing environment.

(*Turn Over*)

(2)

UNIT—II

4. Define consumer behaviour.

5. Explain the concept of market segmentation.

6. What is meant by product positioning?

UNIT—III

7. What is meant by branding of product?

8. Explain the concept of product mix.

9. State the important two points of distinctions between brand and trademark.

UNIT—IV

10. Explain the concept of physical distribution.

11. Mention the important two objectives of e-tailing.

12. Define auctioneers.

UNIT—V

13. Explain the concept of personal selling.

(3)

14. Define green market.

15. What is meant by consumerism?

SECTION—B

Answer *five* questions, selecting *one* from each Unit : 10×5=50

UNIT—I

16. Explain the nature and importance of marketing. Distinguish between selling and marketing. 6+4=10

17. What is meant by marketing mix? Discuss the various elements of marketing mix. 2+8=10

UNIT—II

18. Explain the concept of consumer buying decision process. Describe the various steps involved in consumer buying decision process. 3+7=10

19. Explain the importance of product positioning. State the distinctions between product differentiation and market segmentation. 4+6=10

(4)

UNIT—III

20. Explain the important factors that influence the determination of a company's product mix. Discuss the various branding strategies used by the modern business concern. 5+5=10

21. Describe the different stages of new product development process. 10

UNIT—IV

22. Explain the concept of pricing policy. Discuss the various types of pricing policies. 3+7=10

23. Explain the various types of middlemen. Discuss the important functions of middlemen. 5+5=10

UNIT—V

24. Explain the objectives of sales promotion. Describe the various methods of sales promotion. 4+6=10

25. Write short notes on the following : 5+5=10

(a) Social marketing

(b) Advertising

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