

**2022/TDC/ODD/SEM/
COMHCC-501T/347**

TDC (CBCS) Odd Semester Exam., 2022

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*

UNIT—I

- 1. Answer any two questions from the following :** **2×2=4**

- (a)* What is marketing?
- (b)* Explain the concept of marketing mix.
- (c)* State the important two points of distinctions between selling and marketing.

(2)

2. Answer any *one* question from the following :

- (a) Explain the scope of marketing. Outline the evaluation of marketing concept. $5+5=10$
- (b) Define marketing environment. Discuss various components of marketing environments in India. $2+8=10$

UNIT—II

3. Answer any *two* questions from the following : $2 \times 2 = 4$

- (a) What is meant by target market selection?
- (b) Explain two important features of market segmentation.
- (c) Mention two important merits of market segmentation.

4. Answer any *one* question from the following :

- (a) Discuss various factors that influence the buying behaviour of consumers. 10
- (b) Explain the importance of market segmentation. Discuss the process of target market selection. $5+5=10$

(3)

UNIT—III

5. Answer any *two* questions from the following : $2 \times 2 = 4$

- (a) What do you mean by packaging?
- (b) Define product life cycle.
- (c) Explain the concept of product support services.

6. Answer any *one* question from the following :

- (a) Discuss various stages of product life cycle. 10
- (b) Explain different branding strategies used by modern business. Distinguish between brand mark and trade mark. $5+5=10$

UNIT—IV

7. Answer any *two* questions from the following : $2 \times 2 = 4$

- (a) Explain the significance of pricing.
- (b) Define pricing policy.
- (c) What do you mean by e-tailing?

(4)

8. Answer any *one* question from the following :

- (a) Explain the different types of channels of distribution. Also discuss the important functions of market intermediaries rendered for smooth market of the products. 5+5=10
- (b) Discuss various types of retailers. Explain the important functions of retailers. 5+5=10

UNIT—V

9. Answer any *two* questions from the following : 2×2=4

- (a) Define online marketing.
- (b) What do you mean by social marketing?
- (c) Define promotion mix.

10. Answer any *one* question from the following : 10

- (a) Discuss the features of sales promotions. Explain various factors affecting promotion mix decision of an organization. 5+5=10
- (b) Describe the basic steps involved in marketing communication process. Explain the essential elements of the marketing communication process. 5+5=10

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