

Total No. of Printed Pages—4

**5 SEM TDC POM (CBCS) C 511**

**2024**

( November )

**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) Fill in the blanks : 1×4=4

(i) Marketing research and market survey are \_\_\_\_\_.

(ii) \_\_\_\_\_ includes the acts of individuals directly involved in obtaining and using economic goods and services including sequence of decision processes that precede.



( 2 )

- (iii) \_\_\_\_\_ dimension covers the core specifications or physical attributes related to services, brand, package, product life cycle and product planning development.
- (iv) \_\_\_\_\_ stands for project evaluation and review technique.
- (b) State whether the following statements are True or False :  $1 \times 4 = 4$
- (i) Consumer is the king in modern concept of marketing.
- (ii) All publicity is advertising.
- (iii) Brand management holds the key in the modern marketing.
- (iv) Promotion strategy lays down the broad principles.
2. Write short notes on any *three* of the following :  $4 \times 3 = 12$
- (a) Traditional concept of marketing
- (b) Consumer behaviour
- (c) Price strategy
- (d) After-sales service

( 3 )

3. (a) Define marketing and state its importance in today's world.  $4+8=12$
- Or
- (b) What is marketing mix? What are the elements of marketing mix? Explain briefly.  $4+8=12$
4. (a) What do you mean by market segmentation? Discuss its objectives and also the importance of market segmentation in India.  $4+(4+4)=12$
- Or
- (b) What are the various stages in consumer buying process? What are the personal, psychological and social factors that influence consumer behaviour?  $6+6=12$
5. (a) What do you mean by product development? Discuss the various stages involved in the development of a new product.  $4+8=12$
- Or
- (b) What is brand name and trademark? Explain their relative merits and demerits.  $4+8=12$
6. (a) What do you mean by promotion? Explain the need for promotional activities. What are the components of promotion?  $2+5+5=12$



( 4 )

Or

- (b) Explain the factors influencing promotional mix. 12

7. (a) Discuss the role of physical distribution system and discuss the components of physical distribution in modern marketing. 6+6=12

Or

- (b) Discuss the role of wholesaler and retailer in modern marketing. 6+6=12

★ ★ ★