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5 SEM TDC POM (CBCS) C 511

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(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) State whether the following statements are True or False : 1×4=4
- (i) Consumer determines price; price determines cost.
 - (ii) Supervision is an element of directing function of management.
 - (iii) Budgetary control is necessary for decentralizing the control system.
 - (iv) PERT stands for Project Evaluation and Review Technique.

(2)

(b) Fill in the blanks/Choose the correct option from the following : $1 \times 4 = 4$

(i) Marketing is both consumer-oriented and _____ -oriented.

(ii) Social issues of consumer reflect difference in _____.

(iii) Warehousing covers two sub-functions, namely _____ and _____ of finished goods.

(iv) Marketing creates _____ for goods and services.

1. customer
2. demand
3. product
4. All of the above

2. Write short notes on the following : $4 \times 4 = 16$

- (a) Demographic environment
- (b) Market segmentation
- (c) Product support service
- (d) Direct marketing

3. (a) Define marketing. Discuss about the evolution of marketing concept. $4 + 10 = 14$

(3)

Or

(b) What do you mean by marketing mix? Discuss the characteristics, objectives and importance of marketing mix.

$4 + 3 + 4 + 3 = 14$

4. (a) What are the elements that influence in deciding the principles of market segmentation? Discuss. 14

Or

(b) Contrast personal factors with psychological factors that influence consumer buying behaviour.

5. (a) Discuss the strategies relating to product planning and development. 14

Or

(b) Evaluate the significance of pricing in marketing. What are typical pricing objectives? $10 + 4 = 14$

6. (a) What do you mean by physical distribution system? Explain the importance of inventory control in physical distribution system. $4 + 10 = 14$

(4)

Or

- (b) Define a channel of distribution.
Discuss the role of distribution channels in marketing and distribution.

4+10=14
