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5 SEM TDC POM (CBCS) C 511

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(Nov/Dec)

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 : 1×3=3
- (i) Consumer is the king in modern concept of marketing.
 - (ii) Market segmentation is based on behavioural differences.
 - (iii) Leader's opinion does not influence consumer's behaviour.

(2)

- (b) Fill in the blanks of the following :
1×3=3
- (i) Modern concept of marketing is always ____ oriented.
 - (ii) The objective of sales promotion is to improve ____ shares.
 - (iii) Label helps in avoiding the ____ confusion.
- (c) Very short answer-type questions : 1×2=2
- (i) Write one importance of packaging.
 - (ii) Who is a marketer?

2. Write short notes on any three of the following :
4×3=12

- (a) Concept of marketing mix
- (b) Benefits of market segmentation
- (c) Total quality management (TQM)
- (d) Channels of distribution

3. (a) Define the terms 'market' and 'marketing'. How does modern concept of marketing differ from traditional concept of marketing?
2+2+8=12

Or

(b) Define online marketing. Briefly explain the difference between online marketing and traditional marketing.
4+8=12

(3)

4. (a) Why is consumer behaviour a multi-disciplinary? Explain how the study of consumer behaviour assists marketers in segmenting the market.
6+6=12

Or

(b) What do you mean by market segmentation? Discuss the favourable conditions for successful market segmentation.
4+8=12

5. (a) What is trademark? Explain the difference between trademark and copyright.
4+8=12

Or

(b) What do you mean by marketing mix? Discuss the elements of marketing mix.
4+8=12

6. (a) What is product life cycle? Discuss the stages of product life cycle.
4+8=12

Or

(b) Describe the various internal and external forces that influence the pricing strategy of a firm.
6+6=12

(4)

7. (a) What do you mean by physical distribution system? Discuss the advantages and importance of physical distribution system. 2+10=12

Or

- (b) What is sales promotion? Discuss the various methods of sales promotion. 2+10=12
