5 SEM TDC POM (CBCS) C 511

2 0 2 4

(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.

(Turn Over)

(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 :   1×4=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 :   4×3=12

(a) Traditional concept of marketing

(b) Consumer behaviour

(c) Price strategy

(d) After-sales service

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

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

★ ★ ★