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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) Choose the correct answer : 1×4=4

(i) Marketing creates _____ for goods
and services.

- (1) customer
- (2) demand
- (3) product
- (4) All of the above

(2)

(ii) Products are more identified by their _____ name.

- (1) brand
- (2) company
- (3) quality
- (4) None of the above

(iii) Promotional activities include

- (1) advertising and selling
- (2) sales promotion
- (3) publicity
- (4) All of the above

(iv) Marketing mix should be so planned that it fulfills the needs of consumer as well as the organization.

- (1) True
- (2) False

(b) State whether the following statements are 'True' or 'False' : $1 \times 4 = 4$

(i) Role of marketing has become vital because of changes and increased production.

(ii) Consumer's behaviour and buyer's behaviour are synonymous.

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(Continued)

(3)

(iii) Newspapers are most suitable for advertising consumer products.

(iv) The effect of sales promotion is temporary and short-lived.

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

- (a) Marketing environment
- (b) Bases for market segmentation
- (c) Product life cycle
- (d) Reasons for sales promotion
- (e) Product mix

3. (a) Define marketing mix. Discuss the elements of marketing mix. $4 + 8 = 12$

Or

(b) Explain the importance and significance of marketing in modern business environment. $6 + 6 = 12$

4. (a) What do you understand by market segmentation? Discuss the benefits of market segmentation. $4 + 8 = 12$

Or

(b) What is consumer behaviour? Discuss the determinants of consumer behaviour. $4 + 8 = 12$

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(Turn Over)

5. (a) What is price? Discuss the importance and significance of pricing. $2+5+5=12$

Or

- (b) What do you understand by product development? Discuss the various stages of product development. $4+8=12$

6. (a) What is promotion mix? Discuss the various components of promotion mix. $4+8=12$

Or

- (b) Define a channel of distribution. Discuss the services offered by retailer and wholesaler in a distribution channel. $4+4+4=12$

7. (a) Discuss the role of distribution channel in marketing and distribution of goods and services. 12

Or

- (b) What is branding? Discuss the importance and significance of branding. $2+10=12$

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