

2019

B.Com. (Hons.)

2nd Semester Examination

MARKETING MANAGEMENT

Paper—C3T

Principles of Marketing

Full Marks : 60

Time : 3 Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

1. Answer any *ten* questions : 10×2=20
- (a) What do you understand by Market Reserarch?
 - (b) What do you mean by Penetration Pricing Strategy ?
 - (c) Mention any two problems in rural marketing in India.
 - (d) Mention any two sources of Primary Data.
 - (e) What is Re-sale price ?
 - (f) What do you mean by brand ?

[Turn Over]

- (g) What do you mean by 'Product Life Cycle' ?
- (h) Distinguish between marketing and selling.
- (i) What is 'skimming Pricing Policy'?
- (j) What are the elements of Marketing Mix ?
- (k) What are the different media for advertisement?
- (l) Distinguish between advertisement and publicity.
- (m) Write a note on personal selling.
- (n) What is Market Segmentation ?
- (o) Distinguish between wholeselling and Retailing.

2. Answer any *four* questions : 4×5=20

- (a) What are the characteristics of an elective Advertisement ?
- (b) State the importance of Marketing as a business function.
- (c) 'Product is a bundle of utility'.—Do you agree?—Comment.

- (d) 'The knowledge about product life cycle influences marketing mix'—Discuss.
- (e) How does packaging affect a marketer ?
- (f) Discuss the various bases for segmenting consumer markets.

3. Answer any *two* questions : 2×10=20

- (a) Discuss in brief the factors to be considered while developing an effective marketing Mix.
 - (b) Why is normal market important ? What should marketers keep in mind when catering to this market ? 4+6
 - (c) What are the steps in setting the price of a product ?
 - (d) Write short notes on :
 - (i) Labelling.
 - (ii) BCG Matrix.
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