

3 SEM TDC PMTG 1 (Sp) (N/O)

2 0 1 7

(November)

COMMERCE

(Speciality)

Course : 301

(Principles of Marketing)

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

Time : 3 hours

1. Answer the following questions as directed :

1×8=8

- (a) Who is a marketer?
- (b) Write any one of the marketing activities done before production of goods or services.
- (c) Modern concept of marketing is always _____ oriented.

(Fill in the blank)



(2)

- (d) A certificate which enables a consumer to get a certain reduction in price on next purchase of particular product is called

- (i) discount
- (ii) discount coupon
- (iii) cash discount coupon
- (iv) trade discount coupon

(Choose the correct answer)

- (e) Write the full form of GST.
- (f) Write one function of marketing channel.
- (g) Sales promotion is an element of promotion mix.

(State True or False)

- (h) _____ means putting identification marks on the package.

(Fill in the blank)

2. Write short notes on any four of the following :
4×4=16

- (a) Importance of environmental analysis
- (b) Factors influencing consumer behaviour

(3)

- (c) Buying motives
- (d) After sale service
- (e) Factors affecting choice of a distribution channel

3. (a) Define the terms 'market' and 'marketing'. How modern concept of marketing differs from traditional concept of marketing? 2+2+10=14

Or

- (b) "Marketing mix is a mix of mixes." Elucidate the statement. 14

4. (a) What do you mean by consumer behaviour? How does it help a business firm in dealing with customer? Explain. 4+10=14

Or

- (b) What are the various methods of segmenting the markets? Explain the criteria of successful market segmentation. 7+7=14

5. (a) Explain the term 'brand' with example. Discuss the benefits and limitations of branding a product. $4+5+5=14$

Or

- (b) Give the meanings of 'price' and 'pricing'. Explain the objectives of pricing policy of a business firm. $2+2+10=14$

6. (a) What do you mean by 'physical distribution'? Discuss its role in modern marketing. $4+10=14$

Or

- (b) Define sales promotion. Discuss the various methods of sales promotion of new products. $4+10=14$