

(4)

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(b) Explain Services Marketing. Why do we need to study Services Marketing ? Give support your answer with the help of an example. (CO5)

(c) Explain Rural Marketing. Distinguish between Rural and Urban Markets, with the help of a suitable example. (CO5)

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Roll No.

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B. COM. (H) (FIFTH SEMESTER)

END SEMESTER EXAMINATION, 2021-22

PRINCIPLES OF MARKETING

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any two sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are twenty.

(iv) Each question carries 10 marks.

1. (a) Explain the difference between the Production Oriented concept and Market Oriented concept of Marketing. (CO1)

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- (b) Explain Marketing Mix. Explain the relationship of 4P's and 4C's. (CO1)
 - (c) Explain Marketing Environment. Illustrate all components of Micro- and Macro-Marketing Environment. (CO1)
2. (a) What do you understand by consumer behaviour ? What is its importance in marketing ? (CO2)
- (b) Explain the concept of Market Segmentation. What are the bases for Segmentation of Consumer Markets ? (CO2)
 - (c) What are the psychological factors that influence in consumer decision maker ? (CO2)
3. (a) Demonstrate PLC. Explain the characteristics of different stages of PLC with reference to any product of your choice. (CO3)
- (b) Explain, how packaging helps in competitive advantage. Use suitable example. (CO3)

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- (c) What are the advantages of branding to a manufacturer ? Explain the difference between brand and a trademark. (CO3)
4. (a) Describe the three bases on which a firm usually sets their pricing in practice. Illustrate them. (CO4)
- (b) What do you mean by physical distribution of a product ? Explain major alternatives in physical distribution strategy. (CO4)
 - (c) "The middleman can be eliminated, but his functions cannot." Elaborate this statement with the help of a suitable example. (CO4)
5. (a) Analyze the distinctive features of the various elements of the promotion mix. Illustrate your answer with suitable examples. (CO5)