



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Commerce & Management
Course : II Year III SEM – B. Com
Subject Name : Principles of Marketing
Subject Code : BCO03103_BCH03103

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

Q.1	‘A pricing strategy can neither be right nor wrong. It is the applicability in a company’s perspective that makes it suitable or unsuitable’. Explain this statement with suitable examples.	Marks (3)
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OR

Q.2	A Marketing team that completely understands the difference between ‘Cost’ and ‘Price’ would be able to design the pricing strategies for their products more effectively. Justify the statement.	(3)
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Q.3	‘As customers devise new ways to avoid advertisements, companies evolve new mechanisms for reaching their target audience’. Explain this statement with reference to the changes in advertisement scenario of the country.	(3)
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OR

Q.4	‘With the growth in Internet penetration, the internet / interactive promotion will subsume all the other methods of promotion communication as the time advances.’ Comment with suitable examples.	(3)
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Sec-B (CO 4) (Max. Marks-6)

Q.5	‘It is the capability and capacity of an organization that leads to the design and successful execution of a chosen distribution policy or method.’ Illustrate this statement with proper examples.	(3)
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OR

Q.6	‘The modern retailing solutions provided by companies like Amazon & Flipkart are primarily using price discounts and convenience of shopping as attraction methods for Indian customers.’ Justify the statement.	(3)
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Q.7	‘The choice of retail format for shopping is primarily driven by the convenience for shoppers.’ Critically analyze this statement with the help of Indian Retail Industry.	(3)
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OR

Q.8	‘Advances in IT solutions is the primary reason behind the growth of retail industry in India’. Explain the statement with suitable examples.	(3)
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