

Total No. of Questions: 6

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Enrollment No.....



Faculty of Commerce
End Sem (Even) Examination May-2022
CM3CO14 Principles of Marketing

Programme: B.Com. (Hons.) Branch/Specialisation: Commerce

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The term 'Marketing' is an Umbrella term. This statement is: **1**
(a) True
(b) False
(c) Depends on the type of industry
(d) Depends on the type of sector
- ii. Marketing has seen dramatic transformation throughout its evolution, which of the following is the latest and most evolved form of marketing orientation? **1**
(a) Production orientation (b) Product orientation
(c) Societal orientation (d) Sales orientation
- iii. Which of the following is/are true for consumer behaviour? **1**
(a) It is complex in nature
(b) It is dynamic in nature
(c) It is influenced by various factors
(d) All of these
- iv. A _____ is a set of values, roles, behaviours, traditions, customs, perceptions followed by a group of individuals. **1**
(a) Sub-culture (b) Culture
(c) Counter-culture (d) None of these
- v. _____ are intangible, inseparable, variable, and perishable offerings that normally require more quality control, supplier credibility, and adaptability. **1**
(a) Products (b) Services (c) Sales (d) None of these

P.T.O.

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- vi. Product mix is said to be more _____ if all the products in all the product lines are more or less similar. **1**
 (a) Consistent (b) Confusing (c) Congruent (d) All of these
- vii. Which of the following is/are approaches to pricing? **1**
 (a) Cost-based pricing
 (b) Buyer-based pricing
 (c) Competition-based pricing
 (d) All of these
- viii. In a distribution channel, information can flow: **1**
 (a) Forward
 (b) Backward
 (c) Both (a) and (b)
 (d) Information cannot flow in channels
- ix. The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound? **1**
 (a) Green washing (b) Green Marketing
 (c) Green Advertising (d) All of these
- x. An approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. **1**
 (a) Holistic Marketing (b) Green Marketing
 (c) Social Marketing (d) None of these
- Q.2 i. Define market and marketing. **2**
 ii. Explain how marketing plays a significant role in a business. **3**
 iii. Explain the concept of marketing mix with an example. **5**
- OR iv. Suppose you work as a senior marketing executive in ABC Pvt. Ltd., an Indian consumer goods company which manufactures herbal beauty products. Analyse the various marketing environmental factors which you think are affecting the firm. **5**
- Q.3 i. Define consumer behaviour. **2**
 ii. Explain the consumer buying decision process in detail with an example. **8**

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- OR iii. Explain the significance of segmentation concept in marketing. What are the four main types of segmentation? **8**
- Q.4 i. Define product with one example. **2**
 ii. Compare the consumer goods categories i.e., convenience, shopping, speciality, and unsought category on different parameters such as type of products, pricing strategies, promotion strategies, and distribution strategies. **8**
- OR iii. Explain the concept and stages of Product Life Cycle (PLC) with proper diagram. **8**
- Q.5 i. Define marketing channel. **2**
 ii. Differentiate between distributor, wholesaler, retailer and an agent on any four parameters with respect to distribution channels. **8**
- OR iii. Explain any four types of pricing strategies with one example of each. **8**
- Q.6 Write short note on any two:
 i. Green marketing. **5**
 ii. Public relations. **5**
 iii. Promotion mix. **5**

Marking Scheme
CM3CO14 Principles of Marketing

Q.1	i.	The term 'Marketing' is an Umbrella term. This statement is:	1
		(a) True	
	ii.	Marketing has seen dramatic transformation throughout its evolution, which of the following is the latest and most evolved form of marketing orientation?	1
		(c) Societal orientation	
	iii.	Which of the following is/are true for consumer behaviour?	1
		(d) All of these	
	iv.	A _____ is a set of values, roles, behaviours, traditions, customs, perceptions followed by a group of individuals.	1
		(b) Culture	
	v.	_____ are intangible, inseparable, variable, and perishable offerings that normally require more quality control, supplier credibility, and adaptability.	1
		(b) Services	
Q.2	vi.	Product mix is said to be more _____ if all the products in all the product lines are more or less similar.	1
		(a) Consistent	
	vii.	Which of the following is/are approaches to pricing?	1
		(d) All of these	
	viii.	In a distribution channel, information can flow:	1
		(c) Both (a) and (b)	
	ix.	The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound?	1
		(a) Green washing	
	x.	An approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.	1
		(c) Social Marketing	
Q.2	i.	Definition of market	1 mark
		Definition of marketing	1 mark
	ii.	Three significant role of marketing in a business	3
		1 mark for each role	(1 mark * 3)
	iii.	Concept of marketing mix	3 marks
OR		Example	2 marks
	iv.	Analyse the various marketing environmental factors which you think are affecting the firm.	5
		As per the explanation	

Q.3	i.	Definition of consumer behaviour.	2
	ii.	Consumer buying decision process 5 steps with explanation	8
OR		Example	5 marks
	iii.	Significance of segmentation concept	3 marks
		Four main types of segmentation	4 marks
			4 marks
Q.4	i.	Definition of product	1 mark
		Example	1 mark
	ii.	Consumer goods categories meaning	4 marks
		Comparison on mentioned four parameters	4 marks
OR	iii.	Product Life Cycle (PLC) definition	2 marks
		Product Life Cycle (PLC) Stages explanation	4 marks
		PLC diagram	2 marks
Q.5	i.	Define marketing channel.	2
	ii.	Definition of distributor, wholesaler, retailer and an agent	8
		(meaning/definition of each)	4 marks
		Comparison on four parameters	4 marks
OR	iii.	Any four types of pricing strategies	4 marks
		1 mark for each example (1 mark * 4)	4 marks
Q.6		Write short note on any two:	
	i.	Green marketing meaning	1 mark
		Definition	1 mark
		Significance/evolution/benefits	2 marks
		At least one example	1 mark
	ii.	Public relations meaning	1 mark
		Definition	1 mark
		Significance/evolution/benefits	2 marks
		At least one example	1 mark
	iii.	Promotion mix meaning	1 mark
		Definition	1 mark
		Significance/evolution/benefits	2 marks
		Tool included	1 mark
