



Enrollment No.....

Faculty of Commerce

End Sem (Even) Examination May-2019

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. Marketers operate in which marketplaces **1**
 (a) Consumer and business (b) Global and non-profit
 (c) Both (a) and (b) (d) None of these
- ii. The major components of marketing mix are **1**
 (a) Product (b) Price (c) Place (d) All of these
- iii. Which of the variables is not used by marketers for demographic segmentation? **1**
 (a) Age (b) Income (c) Gender (d) Poverty
- iv. The culture of a company is conveyed through **1**
 (a) Rites (b) Myths (c) Rituals (d) All of these
- v. A specialty product is _____ intensively distributed than a shopping product **1**
 (a) More (b) Less
 (c) Both (a) and (b) (d) None of these
- vi. The brand choice is heavily influenced by reference group in which stage of Product life cycle? **1**
 (a) Introduction (b) Growth (c) Maturity (d) Decline
- vii. The demand for a product is _____ when price cut causes revenue to increase. **1**
 (a) Income elastic (b) Price elastic
 (c) Cross elastic (d) None of these
- viii. An appropriate pricing strategy for a new product to be introduced in the market will be **1**
 (a) Average/Marginal cost-plus pricing
 (b) Skimming/Penetrating pricing
 (c) Product-line pricing
 (d) Differential pricing

- ix. The most traditional method used in direct marketing is **1**
 (a) Catalogue marketing (b) Direct mail
 (c) Online marketing (d) Viral marketing
- x. The most expensive and most effective promotion mix is **1**
 (a) Advertising (b) Personal selling
 (c) Public relations (d) Sales promotion
- Q.2 i. Define Marketing. **2**
 ii. Distinguish between Selling and Marketing. **3**
 iii. Define Marketing environment. Give detail of Legal factor. **5**
- OR iv. Discuss Marketing Mix. Site one example. **5**
- Q.3 i. What are the main factors influencing consumer buying behaviour. **3**
 ii. Discuss the process of Consumer Buying decision with the help of suitable example. **7**
- OR iii. What is Market Segmentation? Explain the bases of Market Segmentation. **7**
- Q.4 i. What is Packaging? **3**
 ii. Elaborate the Concept of Product mix. Site suitable example. **7**
- OR iii. Discuss the process of New Product Development, with an example. **7**
- Q.5 i. What do you mean by Pricing strategies? **4**
 ii. What are the various factors affecting price of a product? **6**
- OR iii. Elaborate the various types of distribution channels, with examples. **6**
- Q.6 Attempt any two:
 i. Design the promotion mix for any FMCG company. **5**
 ii. Social Marketing helps to both company and society. Explain **5**
 iii. Green marketing is the need of 21st century. Explain with examples. **5**

Marking Scheme
CM3CO14 Principles of Marketing

Q.1	i.	Marketers operate in which marketplaces (c) Both (a) and (b)	1
	ii.	The major components of marketing mix are (d) All of these	1
	iii.	Which of the variables is not used by marketers for demographic segmentation? (d) Poverty	1
	iv.	The culture of a company is conveyed through (d) All of these	1
	v.	A specialty product is _____ intensively distributed than a shopping product (b) Less	1
	vi.	The brand choice is heavily influenced by reference group in which stage of Product life cycle? (c) Maturity	1
	vii.	The demand for a product is _____ when price cut causes revenue to increase. (b) Price elastic	1
	viii.	An appropriate pricing strategy for a new product to be introduced in the market will be (b) Skimming/Penetrating pricing	1
	ix.	The most traditional method used in direct marketing is (b) Direct mail	1
	x.	The most expensive and most effective promotion mix is (b) Personal selling	1
Q.2	i.	Meaning Marketing.	2
	ii.	Any three differences between Selling and Marketing. 1 mark for each (1 mark * 3)	3
	iii.	Define Marketing environment Legal factor	2 marks 3 marks
	iv.	Discuss Marketing Mix Site one example	3 marks 2 marks
Q.3	i.	Any three factors influencing consumer buying behaviour. 1 mark for each (1 mark * 3)	3
	ii.	Process of Consumer Buying decision	5 marks

OR	iii.	Example	2 marks	7
		Market Segmentation	2 marks	
		Bases of Market Segmentation.	5 marks	
Q.4	i.	Packaging		3
	ii.	Concept of Product mix	5 marks	7
		Example	2 marks	
OR	iii.	Process of New Product Development	5 marks	7
		Example	2 marks	
Q.5	i.	Any Four Pricing strategies		4
		1 mark for each (1 mark * 4)		
	ii.	Any three factors affecting price of a product		6
OR	iii.	Types of distribution channels	2 marks for each (2 marks * 3)	6
		Examples.	4 marks	
			2 marks	
Q.6		Attempt any two:		
	i.	Promotion mix for any FMCG company.		5
		1 mark for each point (1 mark * 5)		
	ii.	Social Marketing helps to both company and society		5
		1 mark for each point (1 mark * 5)		
	iii.	Green marketing is the need of 21 st century.		5
		Any four need 1 mark for each need (1 mark * 4)	4 marks	
		Examples.	1 mark	
