

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Commerce
End Sem Examination May-2024
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which of the following is an internal factor in a company's marketing environment? **1**
(a) Economic conditions
(b) Competitors
(c) Technological advancements
(d) Company culture
- ii. The concept of the marketing mix is also known as: **1**
(a) The 4 P's (b) The 3 C's (c) The 5 S's (d) The 6 M's
- iii. What is consumer behaviour? **1**
(a) The process of selling products to consumers
(b) The study of how consumers make decisions about what to buy
(c) The process of advertising products to consumers
(d) The process of manufacturing products for consumers
- iv. What is the purpose of market segmentation in marketing? **1**
(a) To decrease competition
(b) To target all customers uniformly
(c) To identify different groups of customers with similar needs
(d) To increase product prices
- v. Which of the following is not a stage in the product life cycle? **1**
(a) Introduction (b) Growth
(c) Maturity (d) Promotion

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| vi. | What is the role of branding in product marketing? | 1 |
| | (a) It refers to the physical appearance of a product | |
| | (b) It helps differentiate a product from competitors | |
| | (c) It determines the price of a product | |
| | (d) It refers to the packaging of a product | |
| vii. | Which of the following is a pricing strategy where a company sets a high price initially and then gradually lowers it? | 1 |
| | (a) Penetration pricing (b) Skimming pricing | |
| | (c) Cost-plus pricing (d) Competitive pricing | |
| viii. | What is a distribution channel? | 1 |
| | (a) The process of manufacturing a product | |
| | (b) The process of promoting a product | |
| | (c) The path through which products reach consumers | |
| | (d) The pricing strategy of a product | |
| ix. | Which of the following is not a component of the promotion mix? | 1 |
| | (a) Advertising (b) Sales promotion | |
| | (c) Personal selling (d) Product development | |
| x. | Which of the following is not a characteristic of personal selling? | 1 |
| | (a) Customization of the sales message | |
| | (b) Mass communication approach | |
| | (c) Building relationships with customers | |
| | (d) Direct interaction with potential buyers | |
| Q.2 | i. Describe the concept of market. | 2 |
| | ii. What is the marketing environment? | 3 |
| | iii. What is marketing? Why is it important for businesses? | 5 |
| OR | iv. Explain the concept of the marketing mix. How it helps businesses achieve their marketing objectives? | 5 |
| Q.3 | Attempt any two: | |
| | i. Discuss the importance of understanding consumer behaviour in marketing strategies. | 5 |
| | ii. Explain the factors that influence consumer behaviour. How do personal, psychological, social, and cultural factors impact purchasing decisions? | 5 |
| | iii. Describe the different types of market segmentation. | 5 |

[3]

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| Q.4 | Attempt any two: | |
| | i. Define the term "product" in marketing. Why is product development important for businesses? | 5 |
| | ii. What is a product mix in marketing? Explain its significance for businesses. | 5 |
| | iii. Describe the stages of the product life cycle and their implications for marketing strategies. | 5 |
| Q.5 | Attempt any two: | |
| | i. Explain the concept of product pricing. Discuss the factors that influence pricing decisions. | 5 |
| | ii. Describe different pricing strategies that businesses can use, such as penetration pricing, skimming pricing, and value-based pricing. | 5 |
| | iii. Describe the different types of distribution channels. | 5 |
| Q.6 | Attempt any two: | |
| | i. What is promotion in marketing? Why is it important for businesses? | 5 |
| | ii. Explain the difference between advertising and sales promotion. | 5 |
| | iii. Explain the concept of social marketing. How it differs from traditional marketing approaches? | 5 |

Marking Scheme

Principles of Marketing (T) - CM3CO14 (T)

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|-----|-------|---|---|
| Q.1 | i) | d) Company culture | 1 |
| | ii) | a) The 4 P's | 1 |
| | iii) | b) The study of how consumers make decisions about what to buy | 1 |
| | iv) | c) To identify different groups of customers with similar needs | 1 |
| | v) | d) Promotion | 1 |
| | vi) | b) It helps differentiate a product from competitors | 1 |
| | vii) | b) Skimming pricing | 1 |
| | viii) | c) The path through which products reach consumers | 1 |
| | ix) | d) Product development | 1 |
| | x) | b) Mass communication approach | 1 |

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| Q.2 | i. | As per Explanation | 2 |
| | ii. | As per Explanation | 3 |
| | iii. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| OR | iv. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |

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| Q.3 | Attempt any two: | | |
| | i. | As per Explanation (Five Points) | 5 |
| | ii. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| | iii. | As per Explanation (Five Points) | 5 |

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| Q.4 | Attempt any two: | | |
| | i. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| | ii. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| | iii. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| Q.5 | Attempt any two: | | |
| | i. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| | ii. | As per Explanation (Five Points) | 5 |
| | iii. | As per Explanation (Five Points) | 5 |
| Q.6 | Attempt any two: | | |
| | i. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
| | ii. | As per Explanation (Five Points) | 5 |
| | iii. | As per Explanation | 5 |
| | | 2 Marks | |
| | | 3 Marks | |
