



## Term Evaluation September 2025

Roll no.....

Name of the Course and semester: B.com 3<sup>rd</sup> semester

Name of the Paper: Principles of Marketing

Paper Code: BCH 302X

Time: 1.5-hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub questions
- (ii) Each question carries 10 marks.

Q1. (10 Marks)

- a. Explain how marketing differs from selling with suitable examples.. (CO1)  
OR
- b. Compare the product concept and the societal marketing concept. (CO2)

Q2. (10 Marks)

- a. Differentiate between needs, wants, and demand with suitable illustrations.. (CO1)  
OR
- b. Describe the role of customer satisfaction in developing long-term relationships. (CO2)

Q3. (10 Marks)

- a. Compare the production concept with the marketing concept. (CO1)  
OR
- b. Explain the importance of studying the micro and macro environmental factors in marketing.. (CO2)

Q4. (10 Marks)

- a. Explain how cultural and social factors influence consumer buying behavior.. (CO1)  
OR
- b. Describe the stages of the consumer decision-making process with an example (CO2)

Q5. (10 Marks)

- a. Explain why market segmentation is important in marketing strategy.. (CO1)  
OR
- b. Differentiate between demographic and psychographic segmentation with examples.. (CO2)