



Term Evaluation September 2025

Roll no.....

Name of the Course and semester: B.com 3rd 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)