



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: BCom (H)

Name of the Paper: Principles of Marketing

Paper Code: BCH302X

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. CO1

(2X10=20 Marks)

- a. Explain how marketing contributes to the success of an organization beyond selling goods and services.
- b. Discuss how the evolution from production concept to societal marketing reflects changes in consumer expectations.
- c. Using a real-life example, interpret how a company applies core marketing concepts such as value and exchange.

Q2. CO2

(2X10=20 Marks)

- a. Explain how cultural and social factors influence consumer purchase decisions for branded clothing.
- b. Differentiate between demographic and psychographic segmentation with suitable examples from the smartphone industry.
- c. Interpret why two consumers with similar income levels might still make different buying choices.

Q3. CO3

(2X10=20 Marks)

- a. Explain how the product life-cycle concept helps marketers in planning product strategies.
- b. Describe how pricing strategies can be adjusted during economic downturns to retain customers.
- c. Interpret how an integrated promotion mix can help a start-up create brand awareness in a competitive market.

Q4. CO4

(2X10=20 Marks)

- a. Describe why understanding rural consumer psychology is crucial for successful rural marketing.
- b. Explain how distribution challenges in rural areas influence product pricing and promotion.
- c. Using an example, interpret how brands have customized their marketing strategies for rural India.

Q5. CO5

(2X10=20 Marks)

- a. Explain how AI and analytics are changing marketers' understanding of consumer behavior.
- b. Discuss how adopting green marketing practices can strengthen brand reputation.
- c. Interpret a situation where digital marketing campaigns may raise ethical concerns—suggest how such issues can be resolved.