



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.Com. Honours 4th Semester Examination, 2023

CC10-COMMERCE

PRINCIPLES OF MARKETING

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2 = 24

1. Discuss briefly the various concepts of marketing which evolved since 1850. In this respect discuss the importance of marketing in today's business world. 7+5
2. What are the economic, social and cultural factors that affect consumer buying decisions and how? 4+4+4
3. What are the different types of pricing methods adopted by marketers? Explain with examples. Explain two methods of pricing strategies adopted for new products. 8+4
4. Differentiate between product marketing and service marketing. Explain the concepts of social marketing and rural marketing with suitable examples. 4+4+4

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) What are the criteria for effective market segmentation? 6
- (b) Discuss the importance of market positioning with a suitable corporate example. 6
- (c) Describe the role of branding as a marketing strategy. 6
- (d) What factors would you consider before deciding upon a channel of distribution? 6
- (e) Discuss the basic role of advertising and sales promotion in promoting a product. 3+3
- (f) Discuss briefly the stages of Product Life Cycle. 6

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What are the elements of promotional mix? 3
- (b) What are the levels of a product? 3
- (c) What is Consumerism? 3
- (d) State briefly the economic factors that affect a firm's marketing strategy. 3
- (e) What is the prime need of packaging and labelling? 3
- (f) Define with examples Consumer goods and Industrial goods. 3

—×—