

TDC (CBCS) Odd Semester Exam., 2021
held in March, 2022

COMMERCE

(5th Semester)

Course No. : COMDSE-501T

(Principles of Marketing)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any ten of the following questions :

2×10=20

1. Define marketing.
2. What is market segmentation?
3. What are standardization and grading of products?

4. Give two features of good brand.
5. What is target marketing?
6. What is known as market positioning?
7. Mention the steps in business analysis.
8. Define product.
9. What do you understand by product life cycle?
10. What is competition-based pricing?
11. Write two objectives of physical distribution.
12. What do you mean by personal selling?
13. What is advertising?
14. Give two examples of green marketing in India.
15. Define service marketing.

(3)

SECTION—B

Answer any five of the following questions :

10×5=50

16. Explain the nature of marketing. Differentiate between marketing and selling. 5+5=10
17. Define marketing management process. Discuss the steps in the process of marketing management. 2+8=10
18. Explain the role of marketing in a developing country like India. 10
19. Explain the macro-environmental factors of marketing. <https://www.assampapers.com> 10
20. Define consumer behaviour. Explain the factors influencing consumer behaviour. 3+7=10
21. Explain the steps involved in new product development process. 10
22. What is product innovation? What are the reasons of product innovation? 2+8=10

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23. Discuss the various methods of pricing in detail.
24. Explain the factors governing the choice of channel of distribution.
25. Explain the rights and duties of consumer under the Consumer Protection Act, 1986. 5+5=

5+5=

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