



**2020/TDC(CBCS)/ODD/SEM/
COMHCC-501T/347**

TDC (CBCS) Odd Semester Exam., 2020
held in March, 2021

COMMERCE

(5th Semester)

Course No. : COMHCC-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

1. Answer any ten of the following questions :

2×10=20

- (a) Define marketing management.
- (b) What is marketing environment?
- (c) Mention two basic distinctions between selling and marketing.



(2)

- (d) Mention two objectives of marketing.
- (e) What is market segmentation?
- (f) Mention two benefits of market segmentation.
- (g) Mention two features of target market.
- (h) What is product differentiation?
- (i) Define branding.
- (j) What is packaging?
- (k) What is meant by labelling?
- (l) What is a new product?
- (m) What is price?
- (n) What is retailing?
- (o) Define physical distribution.
- (p) Mention two functions of middleman.
- (q) What is social marketing?

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(Continued)

(3)

- (r) Define online marketing.
- (s) What is meant by green marketing?
- (t) Define rural marketing.

SECTION—B

Answer any five questions

- 2. Define marketing. Discuss the nature and importance of marketing. 2+4+4=10
- 3. What is marketing mix? Discuss the various elements of marketing mix. 2+8=10
- 4. Explain the concept of consumer behaviour. Discuss the different steps in consumer buying process. 4+6=10
- 5. Define buying decision. Explain the various factors influencing consumer buying behaviour. 2+8=10
- 6. Explain the concept of product. Discuss both traditional and modern approach to product classification. 3+7=10
- 7. What is product life cycle? Discuss the different stages of product life cycle. 2+8=10

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(Turn Over)



(4)

8. Define wholesalers. Discuss the fundamental functions of a wholesaler in a modern market. 2+8=10

9. Define channels of distribution. Explain the factors that govern the choice of a channel of distribution. 2+8=10

10. Define promotion. Discuss the nature and importance of promotion. 2+8=10

11. What is personal selling? Explain the features of personal selling. What are the basic distinctions between personal selling and advertising? 2+4+4=10

4. Explain the concept of consumer behaviour. Discuss the different stages in consumer buying process. 4+6=10

5. Define buying decision. Explain the various factors influencing consumer buying behaviour. 5+8=10

6. Explain the concept of product. Discuss both traditional and modern approach to product classification. 3+7=10

7. What is product life cycle? Discuss the different stages of product life cycle. 3+8=10