



**2022/TDC/ODD/SEM/  
COMHCC-501T/347**

**TDC (CBCS) Odd Semester Exam., 2022**

**COMMERCE**

**( Honours )**

**( 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*

**UNIT—I**

1. Answer any two questions from the following :  $2 \times 2 = 4$

(a) What is marketing?

(b) Explain the concept of marketing mix.

(c) State the important two points of distinctions between selling and marketing.



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2. Answer any one question from the following :

(a) Explain the scope of marketing. Outline the evaluation of marketing concept. 5+5=10

(b) Define marketing environment. Discuss various components of marketing environments in India. 2+8=10

UNIT—II

3. Answer any two questions from the following : 2×2=4

(a) What is meant by target market selection?

(b) Explain two important features of market segmentation.

(c) Mention two important merits of market segmentation.

4. Answer any one question from the following :

(a) Discuss various factors that influence the buying behaviour of consumers. 10

(b) Explain the importance of market segmentation. Discuss the process of target market selection. 5+5=10

( 3 )

UNIT—III

5. Answer any two questions from the following : 2×2=4

(a) What do you mean by packaging?

(b) Define product life cycle.

(c) Explain the concept of product support services.

6. Answer any one question from the following :

(a) Discuss various stages of product life cycle. 10

(b) Explain different branding strategies used by modern business. Distinguish between brand mark and trade mark. 5+5=10

UNIT—IV

7. Answer any two questions from the following : 2×2=4

(a) Explain the significance of pricing.

(b) Define pricing policy.

(c) What do you mean by e-tailing?



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8. Answer any *one* question from the following :

- (a) Explain the different types of channels of distribution. Also discuss the important functions of market intermediaries rendered for smooth market of the products.  $5+5=10$
- (b) Discuss various types of retailers. Explain the important functions of retailers.  $5+5=10$

UNIT—V

9. Answer any *two* questions from the following :  $2 \times 2 = 4$

- (a) Define online marketing.
- (b) What do you mean by social marketing?
- (c) Define promotion mix.

10. Answer any *one* question from the following : 10

- (a) Discuss the features of sales promotions. Explain various factors affecting promotion mix decision of an organization.  $5+5=10$
- (b) Describe the basic steps involved in marketing communication process. Explain the essential elements of the marketing communication process.  $5+5=10$

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**2022/TDC/ODD/SEM/  
COMHCC-102T/335**

**TDC (CBCS) Odd Semester Exam., 2022**

**COMMERCE**

**( Honours )**

**( 1st Semester )**

**Course No. : COMHCC-102T**

**( Business Law )**

Full Marks : 70

Pass Marks : 28

**Time : 3 hours**

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

**UNIT—I**

**1. Answer any *two* questions of the following :**

**2×2=4**

- (a) Define offer.
- (b) What is meant by discharge of a contract?
- (c) Point out any two distinctions between void agreement and void contract.