

(4)

7. (a) What do you mean by physical distribution system? Discuss the advantages and importance of physical distribution system. 2+10=12

Or

(b) What is sales promotion? Discuss the various methods of sales promotion. 2+10=12

Total No. of Printed Pages—4

5 SEM TDC POM (CBCS) C 511

2 0 2 2

(Nov/Dec)

COMMERCE

(Core)

Paper : C-511 (Group—III)

(Principles of Marketing)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. (a) State whether the following statements are True or False : 1×3=3
- (i) Consumer is the king in modern concept of marketing.
 - (ii) Market segmentation is based on behavioural differences.
 - (iii) Leader's opinion does not influence consumer's behaviour.

P23—4000+700/441 5 SEM TDC POM (CBCS) C 511

P23/441

(Turn Over)

(2)

- (b) Fill in the blanks of the following : $1 \times 3 = 3$
- (i) Modern concept of marketing is always _____ oriented.
 - (ii) The objective of sales promotion is to improve _____ shares.
 - (iii) Label helps in avoiding the _____ confusion.
- (c) Very short answer-type questions : $1 \times 2 = 2$
- (i) Write one importance of packaging.
 - (ii) Who is a marketer?
2. Write short notes on any three of the following : $4 \times 3 = 12$
- (a) Concept of marketing mix
 - (b) Benefits of market segmentation
 - (c) Total quality management (TQM)
 - (d) Channels of distribution
3. (a) Define the terms 'market' and 'marketing'. How does modern concept of marketing differ from traditional concept of marketing? $2+2+8=12$
- Or
- (b) Define online marketing. Briefly explain the difference between online marketing and traditional marketing. $4+8=12$

P23/441

(Continued)

(3)

4. (a) Why is consumer behaviour a multi-disciplinary? Explain how the study of consumer behaviour assists marketers in segmenting the market. $6+6=12$
- Or
- (b) What do you mean by market segmentation? Discuss the favourable conditions for successful market segmentation. $4+8=12$
5. (a) What is trademark? Explain the difference between trademark and copyright. $4+8=12$
- Or
- (b) What do you mean by marketing mix? Discuss the elements of marketing mix. $4+8=12$
6. (a) What is product life cycle? Discuss the stages of product life cycle. $4+8=12$
- Or
- (b) Describe the various internal and external forces that influence the pricing strategy of a firm. $6+6=12$

P23/441

(Turn Over)