

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT

2022-2023

Valid from 1st July 2022 to 30th June 2023

Fifth Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



**BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOE – 141: PRINCIPLES OF MARKETING
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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 5 marks each.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2022 Term End Examination they have to submit latest by in 15th October 2022.
2. Those students who are appearing in June 2023 exams. They have to submit the same latest by 15th March 2023.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOE-141
COURSE TITLE	:	PRINCIPLES OF MARKETING
ASSIGNMENT CODE	:	BCOE-141/TMA/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- 1) How is the distinction between buyer and user meaningful to a marketer? (10)
- 2) Briefly explain the factors that affect the basic price of product or service? (10)
- 3) Discuss the basic purpose of changing the package? (10)
- 4) What are the functions of channels of distribution. Explain them. (10)
- 5) How is a retailer different from a wholesaler? (10)

Section – B

- 6) List out the tools used in trade promotion. (6)
- 7) What are the factors that determine the choice of media? (6)
- 8) What do you mean by services? Discuss its characteristics. (6)
- 9) Define rural marketing and challenges faced by rural marketers. (6)
- 10) What is Green Marketing? Discuss its importance. (6)

Section – C

- 11) **Write short notes on:** (10)
 - (a) Digital Marketing
 - (b) Merchant Agents
- 12) **Distinguish between:** (10)
 - (a) Selective distribution and exclusive distribution.
 - (b) Departmental store and Multiple shop.