

BCOE-141

## PRINCIPLES OF MARKETING

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions in about 100 words each. Each question carries 4 marks.

1. Distinguish between selling and marketing.
2. Discuss briefly the characteristics of organizational markets.
3. State the social factors affecting consumer behaviour.
4. What are the advantages of branding?
5. Discuss briefly any one strategy for pricing a new product.
6. Describe the concept of internal marketing.
7. State the elements of communication process.

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

8. What do you mean by Product Diversification? Explain any two methods of diversification.
9. “Geographical considerations are important in pricing when the customers are located in different parts of the country or the world.” Discuss and describe any two geographical pricing strategies available to a marketer.
10. “Different types of middlemen participate in the process of movement of goods and its title from producers to ultimate users.” Elaborate.

11. What do you understand by the term service? Discuss the main characteristics of services.
12. What is green marketing? Discuss the reasons for the growing importance of green marketing.
13. “The marketing system of a company must have to operate within the framework of the environmental forces.” Discuss with examples.
14. Discuss the strategies which a marketer may adopt at maturity stage of product life cycle.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

15. What is market segmentation? Explain different bases for segmenting consumer markets.
16. Describe promotion mix. Discuss various components of promotion mix.
17. Explain various factors influencing the choice of channel with suitable examples.