

# **Bachelor of Commerce (General)**

**B.Com G**

**CHOICE BASED CREDIT SYSTEM**

**BCOE – 141: PRINCIPLES OF MARKETING**

**ASSIGNMENT**

**2024-2025**

**Valid from 1<sup>st</sup> July 2024 to 30<sup>th</sup> June 2025**

**Fifth Semester**



**School of Management Studies**

**Indira Gandhi National Open University**

**Maidan Garhi, New Delhi -110068**



**BACHELOR OF COMMERCE (GENERAL)  
CHOICE BASED CREDIT SYSTEM  
BCOE – 141: PRINCIPLES OF MARKETING  
ASSIGNMENT: 2024-25**

**Valid from 1<sup>st</sup> July 2024 to 30<sup>th</sup> June 2025**

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. Attempt all the three sections.

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 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.
2. Those students who are appearing in June 2025 Term End Examination they have to submit latest by in 15 March 2025.

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

## **TUTOR MARKED ASSIGNMENT**

---

<b>COURSE CODE</b>	<b>:</b>	<b>BCOE-141</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>PRINCIPLES OF MARKETING</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOE-141/TMA/2024-25</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Note: Attempt all the questions.**

### **Section – A**

**(Attempt all the questions. Each question carries 10 marks.)**

- 1) What do you understand by the term marketing mix? Explain the components of marketing mix. **(10)**
- 2) Research findings showed that consumption of a particular edible oil is injurious to health. Is this finding relevant to a sweet shop? Justify? **(10)**
- 3) Your company is planning to launch a new line of organic facial creams aimed at young adults aged 18-30. Conduct a brief market analysis for the new product line. **(10)**
- 4) Design an advertising campaign for a new product, including the target audience, key message, media channels, and budget considerations. **(10)**
- 5) Imagine you discover that a competitor is providing inaccurate information about their product to potential clients. Describe a specific ethical strategy you would employ to address this situation while maintaining the integrity of your own sales approach. **(10)**

### **Section – B**

**(Attempt all the questions. Each question carries 6 marks.)**

- 6) Discuss how understanding consumer behavior can help in the successful launch of the new product, with two specific examples. **(6)**
- 7) Describe the role of intermediaries in the distribution channel and explain how they are important in the marketing process. **(6)**
- 8) What are the basic methods of pricing? Also explain the factors affecting the pricing decisions. **(6)**
- 9) Provide two examples of strong brands and describe what makes them successful. **(6)**
- 10) Explain how virtual reality (VR) can enhance the customer experience. Describe the potential challenges and opportunities for marketers using VR. **(6)**

### **Section – C**

**(Attempt all the questions. Each question carries 10 marks.)**

- 11) **Write short notes on:** **(10)**
  - a) Physical distribution system
  - b) Experiential marketing
- 12) **Distinguish between the following:** **(10)**
  - a) Consumer markets and organisational markets
  - b) Need and motive.