

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT

2021-2022

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**

ASSIGNMENT: 2021-22

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 2021 Term End Examination they have to submit latest by in 15th October 2021.
2. Those students who are appearing in June 2022 exams. They should download the new assignment and submit the same latest by 15th March 2022.

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/2021-22
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q-1** What is marketing? Explain the different marketing concepts. **(10)**
- Q-2** What do you mean by consumer buying behavior? Explain the factors influencing consumer buying behavior. **(10)**
- Q-3** What do you understand by channel of distribution? Discuss the functions of channel of distribution. **(10)**
- Q-4** What is augmented and virtual reality? State its advantages and limitations. **(10)**
- Q-5** What do you mean by advertising? Explain the various media of advertising and compare their advantages and limitations. **(10)**

Section – B

- Q.6** What do you mean by market segmentation? Explain the basis of market segmentation. **(6)**
- Q.7** Explain the process of new product development. **(6)**
- Q.8** What are the factors affecting promotion mix. **(6)**
- Q.9** What is product life cycle? Discuss briefly. **(6)**
- Q.10** What do you understand by marketing environment? Explain the types of marketing environment. **(6)**

Section – C

- Q.11** Write short notes on the following: **(5X2)**
(a) Cash discount
(b) Branding
- Q.12** Distinguish between the following: **(5X2)**
(a) Skimming and penetration pricing
(b) Product and services