



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY
Question Paper

B.Com. Honours Examination 2022

(Under CBCS Pattern)

Semester - II

Subject : MARKETING MANAGEMENT

Paper : C 3-T

Principles of Marketing

Full Marks : 60

Time : 3 Hours

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

1. Answer any **five** of the following questions :

2×5=10

- (a) What do you mean by 'Customer' in marketing?
- (b) What is Sales Promotion?
- (c) What are the adverse effects of advertising?
- (d) Mention any two objectives of marketing research.
- (e) What is Marketing mix?
- (f) What is skimming pricing?
- (g) Define packaging.
- (h) What is meant by positioning?

P.T.O.

2. Answer any **four** of the following questions :

5×4=20

- (a) What is marketing? Discuss in brief the importance of marketing in the economy.
- (b) What do you understand by a brand? Mention its advantages.
- (c) What do you mean by 'Product life cycle'? Explain with an example.
- (d) Discuss in brief the buying decision process of a new product.
- (e) What are the factors that determine optimum promotion mix?
- (f) Write a note on 'Market Targeting'.

3. Answer any **three** of the following questions :

10×3=30

- (a) Discuss 7 Ps of service Marketing Mix.
 - (b) Describe the process of new product development.
 - (c) Discuss the factors that determine the choice of a distribution channel.
 - (d) 'Middleman are indispensable parasites in Indian Distribution System'—Discuss.
 - (e) What do you mean by 'Market Segmentation'? Discuss briefly various bases of segmentation in marketing.
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