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**47 (Sem-4) PM (4036) N**

**2022**

**PRINCIPLES OF MARKETING**

Paper : BBA-HC-4036

Full Marks : 80

Time : Three hours

***The figures in the margin indicate full marks for the questions.***

1. Fill in the blanks : 1×5=5

(a) According to the modern concept of marketing \_\_\_\_\_ is the king of the market. (manufacturer/consumer)

(b) The concept of market segmentation is based on the fact that markets of commodities are \_\_\_\_\_.  
(homogeneous/heterogeneous)

(c) A brand is a \_\_\_\_\_. (Product or Service name / Product quality)

Contd.

(d) Convenience goods are those which are \_\_\_\_\_. (consumed easily/purchased frequently)

(e) If focus is on social and ethical concerns in marketing, it is characteristic of the \_\_\_\_\_ period. (direct marketing/societal marketing)

2. State True **or** False : 1×5=5

(a) Idea generation is the first step in new product development process.

(b) Penetration pricing involves setting a very high price for a new product.

(c) Selling concept is more comprehensive than marketing concept.

(d) Sales promotion activities have a short life.

(e) Personal selling consists of contacting prospective buyers personally.

3. Answer the following briefly : 2×5=10

(a) Define Marketing.

- (b) What is Product Life Cycle ?
- (c) What is Advertising ?
- (d) What do you mean by consumer durables ?
- (e) Write *two* points of difference between brand name and trade mark.

4. Answer ***any four*** from the following :

5×4=20

- (a) Distinguish between selling and marketing.
- (b) State the essentials of a good brand name.
- (c) Briefly explain the various elements of promotion mix.
- (d) What are the various objectives of pricing ?
- (e) Distinguish between advertising and sales promotion.
- (f) Write a note on — Boston Consultative Group (BCG) Matrix.
- (g) Briefly explain the characteristics of services.

5. Answer **any five** :  $8 \times 5 = 40$

- (a) Discuss the scope of marketing.
  - (b) Discuss the various bases of market segmentation.
  - (c) Discuss the various phases of Product Life Cycle.
  - (d) What are the different types of pricing policies ? Discuss.
  - (e) What is channels of Distribution ?  
Briefly explain the various types of channels of Distribution.  $1+7=8$
  - (f) Who is Retailer ? State the functions of retailers in the process of marketing the goods.  $1+7=8$
  - (g) Discuss the measures that you could take into consideration while selecting suitable media of advertisement for marketing consumer durables.
  - (h) Briefly explain the 7Ps of Service Marketing.
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