Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21			
Exam ID Number			
Course	Semester		
Paper CodeP	aper Title		
Гуре of Exam:	(Regular/Back/Improvement)		

Important Instruction for students:

- 1. Student should write objective and descriptive answer on plain white paper.
- 2. Give page number in each page starting from 1st page.
- After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. (2019MBA15) and upload to the Google classroom as attachment.
- 4. Exam timing from 10am 1pm (for morning shift).
- 5. Question Paper will be uploaded before 10 mins from the schedule time.
- 6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
- 7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason

1.

2.

3.

4.

5.

6.

7.

a. Points-of-Difference c. Brand Mantra

2021/03

BACCHELOR OF COMMERCE THIRD SEMESTER PRINCIPLES OF MARKETING **BCM-501**

Duration: 3 hrs. Full Marks: 70

	Time: 20 min.	<u>x: Objective</u>) Marks : 20
Cl	hoose the correct answer from the following:	1X20=20
1.	Entities that are not marketed:	
	a. Goods	b. Experiences
	c. Places	d. Stress
2.	A is someone who seeks a donation) from another party, called the	response (attention, a purchase, a vote, a
	a. Prospect and Marketer	b. Marketer and Prospect
	c. Seller and Customer	d. Advertiser and Customer
3.	Many customers may have a clear need that is:	t isn't being fulfilled by current products. This
	a. Negative Demand	b. Non-existent Demand
	c. Latent Demand	d. Declining Demand
4.	Selling concept of marketing philosophies str	resses on:
	a. Achieving economies of scale	b. Enhancing quality and other features of the product
	c. Heavy investment in promotional activities	d. Satisfying consumer needs
5.	Reference Group is one of the elements of:	
	a. Cultural factors	b. Personal factors
	c. Social factors	d. All the above
6.	refers to how customers appro	oach the buying process.
	a. Purchasing habits	b. Spending habits
	c. Brand Interactions	d. Üser status
7.	Attribute or benefit associations that are not shared with other brands are called:	necessarily unique to the brand but may be

b. Points-of-Parityd. Category Membership

18.	is an element of promotion mi	x that involves getting a favorable response of		
	a. Advertisingc. Sales promotion	b. Personnel Sellingd. Public Relation		
17.	Which of the following elements of promotion is often conjoined with publicity?			
	a. Wholesalersc. Distributers	b. Agents d. Retailers		
16.	usually don't own the goods in th			
	c. Intensive distribution	d. Exclusive distribution		
	a. Mass distribution	b. Selective distribution		
15.	strategy severely limits the number of intermediaries.			
	2			
	a. What the traffic can bear pricingc. Penetration pricing	b. Skimming pricing d. All the above		
14.	Which of the following is the demand-based pricing policy?			
	C. I TOHIOHOH IYHA	u. 1 face wha		
	c. Promotion Mix	d. Place Mix		
	under the purview of: a. Product Mix	b. Price Mix		
13.	The decision of granting an extension of the credit period to the intermediaries falls			
	c. Product differentiation	d. Product differentiation		
	a. Competition differentiation	b. Competition differentiation		
12.	is the process of distinguishing an	offering from competitors' offerings.		
	c. Consistency	d. Width		
	a. Length	b. Depth		
	carries.			
11.	The of a product mix refers to how many different product lines the company			
	c. Emergency goods	d. Specialty goods		
	a. Stapple goods	b. Impulse goods		
10.	are consumer goods that are consumed on a daily basis and purchased on a regular basis.			
10.	are consumer goods that are con-	osumed on a daily basis and purchased on a		
	c. Expected product	d. Augmented product		
-•	a. Core benefit	b. Basic product		
9.	A hotel guest receiving free dinner coupon	A hotel guest receiving free dinner coupon from the hotel is an example:		
	c. Differentiated Marketing	d. Undifferentiated Marketing		
0.	a. Individual Marketing	b. Segment Marketing		
8	8. The zero or least level of customization takes place in:			

buyers by placing commercially significant news in mass media.

a. Advertising
b. Public relations
c. Sales promotion
d. Publicity

19. "X' is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. What is 'X'?

a. Societal marketing

c. Green Marketing

b. Social Marketingd. Online Marketing

20. Who amongst the following regarded as the first to conceive the idea (or idea related to)of Marketing mix?

a. EJ McCarthyc. Philip Kotler

b. NH Bordend. James Culliton

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PART-B: Descriptive

Time: 2 HRS 40 MINS Marks: 50 [Answer question no.1 & any four (4) from the rest] 1. Assume that you are a marketing manager and have the 10 responsibility to promote a new brand of healthy drinks in the towns and cities of North East India. Develop and explain the promotion strategy that you will adopt in achieving the assumed marketing goal. 2. Distinguish between five competing marketing concepts under 10 which firms conduct marketing activities. 3. Discuss how the understanding of the consumer behavior process 10 would help a marketer in developing a marketing strategy. Assume that you are launching a new brand of Juice made of the 10 Pine Apples of Meghalaya. Elucidate the segmentation process you will adopt in introducing the said brand in the North-East India market and assumptions supporting your strategy. 5. Explain the Product Life Cycle of a Mobile Phone Model focusing on 10 the issues involving in each stages and relevant strategy to counter or exploit the same. Highlight the complex issues influencing the pricing decision. 10 7. Critically analyze the various functions of the **physical distribution** 10 system. Discuss the relevance of Green Marketing in the Indian context. 10

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