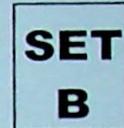


REV-01
BBA/13/13

2022/12

**BACHELOR OF COMMERCE [HONS]
FIFTH SEMESTER
PRINCIPLES OF MARKETING
BCM – 501**



Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

$$1 \times 20 = 20$$

1. Rural Marketing is a two-way marketing process wherein the transaction can be:

- a. Urban to Rural b. Rural to Urban
c. Rural to Rural d. All the above

2. _____ is not a characteristic of an advertising:
a. Flexibility b. Paid form of communication
c. Use of mass media d. Non-personal form of communication

3. _____ Strategy severely limits the number of intermediaries.
a. Selective distribution b. Intensive distribution
c. Exclusive distribution d. None of the above

4. The fundamental product level in the customer value hierarchy is:
a. Core benefit b. Basic product
c. Expected product d. Potential product

5. Which one of the criteria stated below for choosing brand elements is odd criteria?
a. Memorable b. Meaningful
c. Likeable d. Protectable

6. Marketing action of creating a distinct image of a brand in the mind of consumers:
a. Segmentation b. Differentiation
c. Targeting d. Positioning

7. Age of the population is one of the bases of _____ segmentation.
a. Demographic b. Geographic
c. Psychographic d. Behavioural

8. Which of the following environmental factors, an enterprise can influence most?
a. Competitors b. Management structure
c. Economic factors d. Polito-legal factors

9. In addition to the traditional four Ps of marketing, service providers must pay attention to three more Ps suggested by _____ for services marketing: people, physical evidence, and process.
a. EJ McCarthy b. Booms and Bitner
c. Niel Borden d. James Culliton

10. The _____ utility is not directly attributed to the marketing function.
a. Form b. Place
c. Time d. Ownership

11. Cause related marketing is also known as _____.
a. Green Marketing
c. Societal Marketing

b. Social Marketing
d. Niche Marketing

12. The most appropriate process of communication:
a. Sender-> Decoding Message-> Media-> Encoding Message-> Receiver-> Feedback to Sender
b. Sender-> Encoding Message-> Media-> Decoding Message-> Receiver-> Feedback to Sender
c. Sender-> Encoding Message-> Media-> Decoding Message-> Receiver-> Feedback to Sender
d. Receiver-> Encoding Message-> Media-> Decoding Message-> Sender-> Feedback to Receiver

13. Which of the following is cost based pricing?
a. Mark-up pricing
c. Break even pricing
b. Absorption pricing
d. All the above

14. In which types of goods do consumers have the highest involvement?
a. Convenience goods
c. Shopping goods
b. Specialty goods
d. Unsought goods

15. E Everett Rogers, _____ are skeptical conservatives who are risk averse, technology shy, and price sensitive.
a. Innovator
c. Late majority
b. Early adopters
d. Laggards

16. In which type of targeting does the firm ignores segment differences and goes after the whole market with one offer?
a. Differentiated marketing
c. Both a & b
b. Mass Marketing
d. Neither a nor b

17. The first stage in the consumer decision-making process:
a. Information search
c. Evaluation of Alternatives
b. Problem recognition
d. Attitude development

18. Who has defined the 4Ps of Marketing mix?
a. E J McCarthy
c. Niel Borden
b. Booms and Bitner
d. James Culliton

19. Statement I- Marketing can be understood as a network of relationships.
Statement II – Marketing is lethargic in nature.
a. Both statements are true
c. Statement I is false but Statement II is true
b. Both statements are false
d. Statement I is true but Statement II is false

20. Which of the following is not true about marketing?
a. It focuses on consumer satisfaction
c. Primary aim is to make profit
b. It aims at delivering value
d. It is broader than the concept of selling

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. 'Establishing a brand positioning requires communicating category membership and Points of Parity and Points of Differentiation'. Explain the sentence with a relevant example. 10
2. Examine the fundamental assumptions of the various marketing philosophies or concepts. 10
3. Critically analyze the factors influencing consumer decision-making. 10
4. Define product differentiation. How a marketer can achieve product differentiation in a competitive market? 2+8=10
5. Highlight the characteristics of different stages of a product life cycle. 10
6. What is pricing? How consumers, competition, channels of distribution, and the cost influence pricing decision? 2+8=10
7. What is physical distribution? Elaborate the important functions of physical distribution. 2+8=10
8. Describe the elements of promotion mix. 10

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