

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

**SET  
B**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 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. Political-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. E J 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 \_\_\_\_\_.
- Green Marketing
  - Social Marketing
  - Societal Marketing
  - Niche Marketing
12. The most appropriate process of communication:
- Sender-> Decoding Message-> Media-> Encoding Message-> Receiver-> Feedback to Sender
  - Sender-> Encoding Message-> Media-> Decoding Message-> Feedback to sender-> Receiver
  - Sender-> Encoding Message-> Media-> Decoding Message-> Receiver-> Feedback to Sender
  - Receiver-> Encoding Message-> Media-> Decoding Message-> Sender-> Feedback to Receiver
13. Which of the following is cost based pricing?
- Mark-up pricing
  - Absorption pricing
  - Break even pricing
  - All the above
14. In which types of goods do consumers have the highest involvement?
- Convenience goods
  - Specialty goods
  - Shopping goods
  - Unsought goods
15. E Everett Rogers, \_\_\_\_\_ are skeptical conservatives who are risk averse, technology shy, and price sensitive.
- Innovator
  - Early adopters
  - Late majority
  - Laggards
16. In which type of targeting does the firm ignores segment differences and goes after the whole market with one offer?
- Differentiated marketing
  - Mass Marketing
  - Both a & b
  - Neither a nor b
17. The first stage in the consumer decision-making process:
- Information search
  - Problem recognition
  - Evaluation of Alternatives
  - Attitude development
18. Who has defined the 4Ps of Marketing mix?
- E J McCarthy
  - Booms and Bitner
  - Niel Borden
  - James Culliton
19. Statement I- Marketing can be understood as a network of relationships.  
Statement II - Marketing is lethargic in nature.
- Both statements are true
  - Both statements are false
  - Statement I is false but Statement II is true
  - Statement I is true but Statement II is false
20. Which of the following is not true about marketing?
- It focuses on consumer satisfaction
  - It aims at delivering value
  - Primary aim is to make profit
  - It is broader than the concept of selling

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 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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