

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

**SET
A**

[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

- Which of the following is true about marketing?
 - It focuses on consumer satisfaction
 - It aims at delivering value
 - It is broader than the concept of selling
 - All the above
- The _____ utility is attributed to the production function of enterprise.
 - Form
 - Place
 - Time
 - Possession
- Statement I- Marketing can be understood as a network of relationships.
Statement II - Marketing is dynamic 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
- 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.
 - E J McCarthy
 - Booms and Bitner
 - Niel Borden
 - James Culliton
- Who introduced the term Marketing mix?
 - E J McCarthy
 - Booms and Bitner
 - Niel Borden
 - James Culliton
- To which of the following environmental factors, an enterprise cannot influence?
 - Competitors
 - Management structure
 - Employees
 - Polito-legal factors
- The first stage in the consumer decision-making process:
 - Information search
 - Problem recognition
 - Evaluation of Alternatives
 - Attitude development
- Age of the population is one of the bases of _____ segmentation.
 - Demographic
 - Geographic
 - Psychographic
 - Behavioural
- In which type of targeting does the firm ignores segment differences and goes after the whole market with one offer?

- a. Differentiated marketing b. Mass Marketing
c. Both a & b d. Neither a nor b
10. Marketing action of dividing heterogenous market into homogenous unit:
a. Segmentation b. Differentiation
c. Targeting d. Positioning
11. E Everett Rogers, _____ are skeptical conservatives who are risk averse, technology shy, and price sensitive.
a. Innovator b. Early adopters
c. Late majority d. Laggards
12. Which one of the criteria stated below for choosing brand elements is odd criteria?
a. Memorable b. Meaningful
c. Likeable d. Protectable
13. In which types of goods do consumers have the least involvement?
a. Convenience goods b. Specialty goods
c. Shopping goods d. Unsought goods
14. The Highest product level in the customer value hierarchy is:
a. Core benefit b. Basic product
c. Expected product d. Potential product
15. Which of the following is cost based pricing?
a. Mark-up pricing b. Absorption pricing
c. Break even pricing d. All the above
16. _____ strategy that focus on distribution at largest number of intermediaries.
a. Selective distribution b. Intensive distribution
c. Exclusive distribution d. None of the above
17. The most appropriate process of communication:
a. Sender-> Decoding Message-> Media-> Encoding Message-> Receiver-> Feedback to Sender b. Sender-> Encoding Message-> Media-> Decoding Message-> Feedback to sender-> Receiver
c. Sender-> Encoding Message-> Media-> Decoding Message-> Receiver-> Feedback to Sender d. Receiver-> Encoding Message-> Media-> Decoding Message-> Sender-> Feedback to Receiver
18. _____ is not a characteristic of an advertising:
a. One way communication b. Paid form of communication
c. Use of mass media d. Personal form of communication
19. Catering the special need of narrow segment of the market is called:
a. Green Marketing b. Social Marketing
c. Societal Marketing d. Niche Marketing
20. 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

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. Elaborate upon the five-stage consumer buying behavior process. | 10 |
| 2. Distinguish between Selling and Marketing. | 10 |
| 3. What are the different bases that are used for segmenting a heterogenous market? | 10 |
| 4. Explain the Product Life Cycle Process with suitable examples. | 10 |
| 5. a) Importance of Marketing
b) Component of product mix | 5+5=10 |
| 6. Explain the penetration pricing and skimming pricing strategy. | 5+5=10 |
| 7. Define Channel of Distribution? Describe the importance of channel of distribution. | 2+8=10 |
| 8. Briefly explain the components of promotion mix. | 10 |

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