

**BACHELOR OF COMMERCE [HONS]
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

1. Which of the following thinkers is associated with marketing?
 - a. Adam Smith
 - b. FW Taylor
 - c. Henri Fayol
 - d. Phillip Kotler
2. Which of the following is not true concerning marketing?
 - a. Customer-oriented
 - b. Independent business function
 - c. Delivers value
 - d. Business function
3. The utility that cannot be directly attributed to marketing:
 - a. Form Utility
 - b. Time Utility
 - c. Place Utility
 - d. Ownership Utility
4. The _____ concept focuses on satisfying the needs of society along with the satisfaction of consumers.
 - a. Social Marketing
 - b. Societal Marketing
 - c. Social Media Marketing
 - d. Green Marketing
5. Statement I - Consumer behaviour is a Simple Process.
Statement II - Different consumers behave differently.
 - a. Both the statements are correct
 - b. Both the statements are false
 - c. Statement I is false and Statement II is true
 - d. Statement I is true and Statement II is false
6. At which stage of the consumer decision-making process does the consumer experience satisfaction or dissatisfaction?
 - a. Information Search
 - b. Evaluation of Alternatives
 - c. Purchase
 - d. Post-purchase
7. _____ is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market.
 - a. Segmentation
 - b. Niche
 - c. Positioning
 - d. Targeting
8. Segmentation strategy that focuses on the needs of each customer:
 - a. Individual Marketing
 - b. One-to-One Marketing
 - c. Customised Marketing
 - d. All the above
9. Marketer prepares an _____ that exceeds customer expectations.
 - a. Augmented product
 - b. Potential product
 - c. Expected product
 - d. Basic product

10. Which of the following is odd in the following group of product types?
- Convenience goods
 - Material and Parts
 - Shopping goods
 - Speciality goods
11. The _____ of a product mix refers to how many variants are offered of each product in the line.
- Width
 - Length
 - Depth
 - Consistency
12. Statement I -The brand elements must be easy to remember and recall.
Statement II - The legal protection of brand elements is not an issue.
- Both the statements are true
 - Both the statements are false
 - Statement I is false and Statement II is true
 - Statement I is true and Statement II is false
13. The first stage in the new product development process is:
- Generation of idea
 - Screening of idea
 - Concept testing
 - Development of prototype
14. Which of the following accurately represents the process of consumers adopting new products?
- Awareness-> Evaluation-> Interest-> Trial-> Adoption
 - Awareness-> Trial-> Interest-> Evaluation-> Adoption
 - Awareness-> Interest-> Evaluation-> Trial-> Adoption
 - Awareness-> Evaluation-> Trial-> Interest-> Adoption
15. Which of the following is not a function of Physical distribution?
- Customer service
 - Order processing
 - Inventory control
 - None of the above
16. _____ is a strategy where the price of the core product is kept low, while the complementary product, intended to be used alongside the core product, is priced higher.
- Loss leader pricing
 - Captive pricing
 - Penetration pricing
 - Value-based pricing
17. The factor that has no/least influence on pricing:
- Geo-politics
 - Competition
 - Government regulations
 - Production and marketing cost
18. The sales promotion tools are:
- Discounts to consumers
 - Personal selling
 - Public relation
 - Advertising
19. Which of the following is not true concerning green marketing?
- Minimise the negative impact on the natural environment
 - Cheaper
 - Builds goodwill for the business
 - Social responsibility of the business

20. Statement I – Consumerism provides a variety of choices to the consumer.
Statement II – Consumerism is one of the major factors contributing to the pollution on the earth.
- a. Statement I is true but Statement II is false
 - b. Statement I is false but Statement II is true
 - c. Both the statements are true
 - d. Both the statements are false

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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. Illustrate how changing environmental factors influence marketing strategy. | 10 |
| 2. What is Consumer Behaviour? Analyse the factors affecting consumer behaviour. | 2+8=10 |
| 3. Define segmentation. Elaborate upon the various bases used for market segmentation. | 2+8=10 |
| 4. Examine the pricing and promotional strategies appropriate for distinct stages within the product life cycle of a given brand. | 5+5=10 |
| 5. Highlight the functions of distribution channels. | 10 |
| 6. Formulate an Integrated Marketing Communication plan for the introduction of a fictitious brand into the market. | 10 |
| 7. What are the key factors contributing to the expansion of rural marketing in India? | 10 |
| 8. Write short notes on the following:
a) Characteristics of Services
b) Pricing objectives | 5+5=10 |

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