

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 Code _____ Paper Title _____

Type 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.
3. 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

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

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose 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 response (attention, a purchase, a vote, a donation) from another party, called the _____.
 - 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 isn't being fulfilled by current products. This is:
 - a. Negative Demand
 - b. Non-existent Demand
 - c. Latent Demand
 - d. Declining Demand

4. Selling concept of marketing philosophies stresses 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 approach the buying process.
 - a. Purchasing habits
 - b. Spending habits
 - c. Brand Interactions
 - d. User status

7. Attribute or benefit associations that are not necessarily unique to the brand but may be shared with other brands are called:
 - a. Points-of-Difference
 - b. Points-of-Parity
 - c. Brand Mantra
 - d. Category Membership

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
- b. Social Marketing
- c. Green Marketing
- d. Online Marketing

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

- a. EJ McCarthy
- b. NH Borden
- c. Philip Kotler
- d. 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 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. 10
2. Distinguish between five competing marketing concepts under which firms conduct marketing activities. 10
3. Discuss how the understanding of the consumer behavior process would help a marketer in developing a marketing strategy. 10
4. Assume that you are launching a new brand of Juice made of the 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. 10
5. Explain the Product Life Cycle of a Mobile Phone Model focusing on the issues involving in each stages and relevant strategy to counter or exploit the same. 10
6. Highlight the complex issues influencing the pricing decision. 10
7. Critically analyze the various functions of the **physical distribution system**. 10
8. Discuss the relevance of Green Marketing in the Indian context. 10

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