UNIVERSITY OF NORTH BENGAL

B.Com. Honours 4th Semester Examination, 2021

CC10-COMMERCE

PRINCIPLES OF MARKETING

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer *all* the questions 15×4 = 60

1. Consider an organization of your choice, which deals in two wheelers. Explain various approaches which can be used in segmenting that concern's market. Describe how product life cycle and product differentiation are used to position its product in a market. — 5+10

2. (a) Discuss the importance of pricing strategies in marketing decision making. — 8

    (b) Explain with examples that the choice of channels for distribution differs with the type and nature of the product. — 7

3. (a) Discuss and apply five steps in the consumer buying decision making process to purchase an Apple's iPhone. How could Apple influence the decision-making process at each stage? — 10+5

4. Write notes on: 5×3 = 15

    (a) Social Marketing.

    (b) Online Marketing.

    (c) Green Marketing.

——×——