



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Com. Honours 4th Semester Examination, 2022

CC10-COMMERCE

PRINCIPLES OF MARKETING

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
All symbols are of usual significance.*

GROUP-A

Answer any two questions

12×2 = 24

1. What do you mean by marketing environment? Briefly discuss different components of marketing environment. 2+10
2. What do you mean by consumer behaviour? Briefly discuss consumer buying decision making process. 2+10
3. Explain the stages of Product Life Cycle (PLC) with special reference to marketing mix at each stages. 12
4. What is promotion mix? Discuss the factors affecting promotion mix decision. 2+10

GROUP-B

5. Answer any **four** questions:

6×4 = 24

- (a) What is branding? What are the characteristics of a good brand name? 2+4
- (b) Differentiate between the concept of advertising and publicity. 6
- (c) Discuss the problems leading to failure of consumerism. 6
- (d) Discuss any three bases of market segmentation. 6
- (e) Discuss the factors affecting price of a product. 6
- (f) Briefly discuss the process of a new product development. 6

GROUP-C

6. Answer any **four** questions:

3×4 = 12

- (a) Differentiate between consumer goods and industrial goods. 3
- (b) Differentiate between marketing and selling. 3
- (c) What do you mean by product positioning? 3
- (d) Distinguish between needs, wants and demand. 3
- (e) Explain the concept of green marketing. 3
- (f) What do you mean by online marketing? 3

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