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School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
B.Com(Hons)-IV- Semester
BCH404: Principles of Marketing

Roll No...

Duration: 3 Hour

Max.Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: "Marketing begins before production and continues after sale". Comment.
- Q2: Define marketing concept and its application in reference to the company engaged in consumer durables.
- Q3: Explain how a company can effectively use segmentation, targeting, and positioning strategies to promote a new line of organic skincare products.
- Q4: Explain the evolution of marketing concepts.
- Q5: Discuss the advantages and disadvantages of penetration pricing and skimming pricing strategies.
- Q6: Explain the purpose and importance of labeling in product marketing.
- Q7: Explain the concept of the product life cycle (PLC) and its significance in marketing.
- Q8: Evaluate the importance of personal selling as a promotional tool.
- Q9: What are the factors affecting promotion mix decisions?

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: Why is it important to have a right marketing mix? Also, discuss the elements of marketing mix.
- Q2: Explain the consumer buying decision process and what are the factors affecting consumer behavior?
- Q3: What do you understand by pricing of a product? Describe the factors affecting the pricing decision.
- Q4: Discuss the various levels of a product? Explain with reference to a Car showroom.
- Q5: What are the stages of channels of distribution? What are the factors influencing the choice of a channel of distribution for a manufacturer?
- Q6: Differentiate between the following:
- A. Social marketing vs Rural Marketing
 - B. Service marketing vs Physical Goods marketing