



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme– Bachelor of Commerce (Honours) in Banking & Financial Accounting**

**Course Name - Principles of Marketing**

**Course Code - BCM501**

(Semester – 5)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group –A**

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) This of the following is not a type marketing concept
    - a. The production concept
    - b. The selling concept
    - c. The societal marketing concept
    - d. The supplier concept
  - (ii) Who is the father of modern marketing
    - a. Peter Drucker
    - b. Philip Kotler
    - c. F W Taylor
    - d. Abraham Maslow
  - (iii) The term Marketing Myopia was written by
    - a. Philip Kotler
    - b. Igor Ansoff
    - c. Henry Ford
    - d. Theodore Levitt
  - (iv) \_\_\_\_\_ buy products and \_\_\_\_\_ use product
    - a. Customers and Consumers
    - b. Consumers and Customers
    - c. Buyers and sellers
    - d. Buyers and customers
  - (v) Marketing is a process which aims at
    - a. Production
    - b. Profit Making
    - c. Satisfaction of Customer Need
    - d. Selling Product

- (vi) A \_\_\_\_\_ is a detailed version of idea stated with a meaningful consumer terms
- a. Product Concept
  - b. Product Feature
  - c. Product Idea
  - d. Product Image
- (vii) Which of the following is not a part of marketing communication mix
- a. Advertising
  - b. Public relations
  - c. Sales promotion
  - d. Telemarketing
- (viii) Today, marketing must be understood in a new scene that can be characterized as
- a. Get there first with the most
  - b. Management of youth demand
  - c. Satisfying customer need
  - d. Telling and selling
- (ix) Which of the following is not an element of the marketing mix
- a. Distribution
  - b. Promotion
  - c. Production
  - d. Pricing
- (x) If the company's sales are slow down and profit level off or decline. At which stage the company has reached
- a. Introduction
  - b. Decline
  - c. Growth
  - d. Maturity

### Group – B

(Short Answer Type Questions)

3 x5 = 15

Answer any *three* from the following

- |   |   |
|---|---|
| 2. What is IMC?                           | 5 |
| 3. What is Niche Marketing?               | 5 |
| 4. What are 4Ps of Marketing? Explain.    | 5 |
| 5. Explain STP.                           | 5 |
| 6. Difference between goods and services. | 5 |

### Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following

- |  |    |
|--|----|
| 7. (a) Distinguish between the selling concept and marketing concept.  | 5  |
| (b) Consumer behavior is greatly influenced by personal factors. Using examples, discuss five personal factors influencing consumer behaviour. | 10 |
| 8. (a) Discuss various steps involved consumer decision making process and explain Cultural and Social Factors influence the buying behavior.  | 10 |
| (b) Explain IMC and its components.  | 5  |

9. (a) In XYZ Corporation below are the production stats:  
 Total Fixed Cost:Rs.500,000  
 Variable Cost per unit:Rs.300  
 Sale Price per unit:Rs.500  
 If the selling price is reduced to Rs.400 per unit, what will be the new break-even point? 12
- (b) What is Cost-Demand-Oriented Pricing Policy? 3
10. (a) Define Market Segmentation. State and Explain Behavioral Variables which could be used as a basis for Consumer Market Segmentation. 8
- (b) Discuss Economic and Technological Environment that exists in Marketing Environment. 7
11. (a) What is targeting? What are the different patterns of Target Market Selection? 5
- (b) Discuss the concept of Market Segmentation with its benefits and features. 4
- (c) Define Marketing. 2
- (d) Discuss different stages of Product Life Cycle. 4

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