

Unique Paper Code: **22411501**

Name of the Paper: **Principles of Marketing**

Name of the Course: **B.Com (Hons.), CBCS**

Semester: **V**

Duration: **3 hours**

Maximum Marks: **75 Marks**

Instructions for Candidates

Note: Answers may be written *either* in English or in Hindi, but the same medium should be used throughout the paper.

Attempt **any 4** questions.

All questions carry equal marks.

Q 1. A luxury hotel was built in Agra which claims that every room of its hotel gives Taj view. As a marketing manager of hotel industry what marketing mix variables would you keep in mind while developing such a unique selling proposition?

Q 2. The growing concern of customers towards boosting immunity post pandemic inspires a company to introduce immunity booster biscuits and bars. Suggest the appropriate bases of product positioning for introducing this product in the market?

Q 3. Big giants in the television industry like Samsung and LG have come up with OLED, QLED, 8K picture quality technology to enhance the features of the existing product to sustain the market share as most of these products lie in the maturity stage of Product Life Cycle. Discuss the concept and marketing strategies that could be used by the marketer during several stages of product life cycle with the help of suitable diagram.

Q 4. The pricing decisions of a firm are subject to a complex array of company, environmental and competitive forces. The pricing structure changes overtime as product move through its life cycles. While setting price for the new product a marketer must decide whether to determine quality or price consideration. Suggest possible pricing strategies available to a company while launching a new product by giving suitable examples.

Q 5. A company is planning to launch air purifiers to curb the problem of air pollution in Delhi-NCR. If you are appointed as a promotion manager of this leading company, what promotion-mix would you suggest attaining companies' objectives?

Q 6. In the rural areas, it is sometimes useful to package quantities smaller than those sold in urban markets. You are employed as a marketing manager of a leading FMCG company, which is planning to offer tomato ketchup, shampoo, and oil in small sachets for rural consumers. Suggest the appropriate rural marketing mix strategy for the success of the firm.

downloaded from
StudentSuvidha.com