

Unique Paper Code: **52417502_0C**

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

Name of the Course: **B.Com , 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 *four* questions.

All questions carry equal marks.

Q1. An international firm based in America is interested in marketing its wide range of domestic appliances in India. What demographic, socio-cultural & politico-legal factors should the firm keep in mind while developing its marketing strategy?

Q2. A firm selling health products knows that its success depends to a very great extent upon the consumers reaction to the firms marketing strategy. Discuss the various factors influencing consumer behaviour that the marketing manager should consider.

Q3. New products like e-books are slowly building their reputation over physical books. This transition requires a well developed strategy to be successful in the long run. Prepare a sustainable strategy for the new product development of e-books in the present scenario.

Q4. What are the alternative pricing strategies available to marketer who wants to introduce a new brand of detergent in a highly competitive market? Explain the merits and the demerits of the above strategies.

Q5. In India Non-store based retailing has assumed greater importance than store based retailing. Elucidate the statement giving the types and importance of Non-store based retailers with suitable examples.

Q6. What is promotion mix? As a marketing manager of Dabur India which is launching a new health drink for sports persons, in Indian metros, devise an appropriate promotion mix strategy for the product.

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