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5. Write short notes on **any three** of the following:

1. Promotional Pricing
2. Unique characteristics of the Service Industry
3. Importance of Labelling
4. Legal Marketing Environment (3×5=15)

(200)

[This question paper contains 4 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 7535**

Unique Paper Code : 61011305

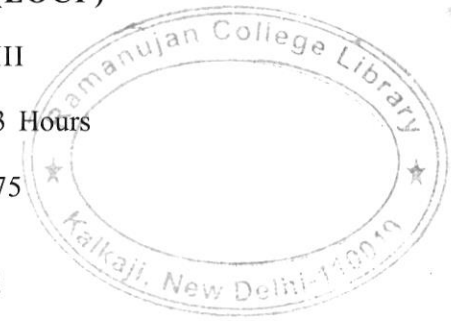
Name of the Paper : Principles of Marketing

Name of the Course : **Bachelor of Management Studies (BMS), 2023 (LOCF)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75



**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains **5** questions. Attempt **ALL** questions.
3. **All** questions carry equal marks.
1. (a) What are different marketing management orientations? Explain each of them with appropriate examples. (7.5)

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(b) Compare and contrast customer needs, wants, and demands. Describe the need versus the demand for any two the following products:

1. iPhone

2. A Luxury Resort

3. Levis Jeans (7.5)

2. (a) Coca-Cola has sustained in the maturity stage of the product life cycle for many years.

Identify ways that Coca-Cola can continue to evolve to meet changing consumer needs and wants. (7.5)

(b) Amul is planning to introduce a frozen yoghurt-based product in Delhi during the current festival period. The product is a new option for those who are fond of sweets. What promotional strategy would you recommend to Amul and Why?

(7.5)

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3. (a) Describe the major marketing environment that might be used in segmenting consumer markets.

(7.5)

(b) Giving reasons suggest which segmenting variable/s do you think can be appropriate for the following:

(a) A new Pizza Chain (Dine-in and home delivery)

(b) Dishwashers for domestic use

(c) A new Mahila Bank (7.5)

4. (a) What are the different levels in a distribution channel? Explain each with an example from Indian context. (7.5)

(b) What are the various product line decisions. Explain with relevant examples (7.5)

P.T.O.