

Suggested by **Dr. Bhritu Nath Ojha**

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**Important / Expected Questions for PG Sem.III Exam. 2019**

**Elective Paper – MC 3.4 { Principles and Practices of Marketing }**

- A. Compulsory Questions – 10 MCQ/ True or False/ Fill in the blanks questions of one marks each.
- B. Long Answer Type Questions of 60 marks (4 Questions ; each question of 15 marks and can be chosen out of seven questions).
  - 1. What is marketing? Discuss the role / importance and function of marketing.
  - 2. Discuss the concept and evolution of marketing.
  - 3. What is Marketing Environment? Discuss the impact of Micro or Macro components on marketing decisions.
  - 4. What do you mean by buyer behaviour? Discuss the factors affecting the buyer behaviour.
  - 5. What do you mean by market segmentation? Discuss the purposes and methods of market segmentation.
  - 6. Discuss the factors affecting pricing decision of a product.  
Or, Discuss the pricing policies considerations of a product.
  - 7. What do you mean by Product Line and Product Mix? Discuss the factors responsible for the changes in product mix.
  - 8. What is branding? What are its advantages? Is branding socially desirable?
  - 9. What do you mean by brand and trademark? What are the differences between the two? Explain the essentials of a good brand name.
  - 10. Discuss the different stages of new product development.
  - 11. What is Marketing Research? Discuss the scope of marketing research.
  - 12. Explain the social, ethical and legal aspects of marketing.
  - 13. What is meant by International Marketing? Discuss the main activities of International marketing.

14. Answer any two of the following:

- a. Green Marketing,
- b. Cyber Marketing,
- c. Marketing Mix,
- d. Buyer behaviour

Reference book – Principles and Practice of Marketing by **KALYANI** publication - both in Hindi and English