

Unique Paper Code: **22411501**

Name of the Paper: **Principles of Marketing (Core)**

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 fours** questions.

All questions carry equal marks.

Q 1. An automobile firm believes in relationship marketing, designs its marketing mix in an integrated manner, works together with all departments and looks at marketing in terms of performance. Which philosophy of marketing is practiced by the firm? Discuss the marketing philosophies that have evolved over the years.

Q 2. Market orientation requires that companies, instead of competing everywhere, should focus on meeting needs of specific customers as there is an old saying, “One cannot be everything to everyone, but can be everything to a selected few.” In the light of this statement, explain the concept of market segmentation and suggest suitable ways of segmenting the market for cosmetics and mobile phones.

Q 3. ‘The success or failure of a business depends upon the product’s pricing policy.’ Explain this statement in the light of factors that are to be considered while formulating an effective pricing policy for a firm.

Q 4. If you happen to be a promotion manager of a leading chain of fine dining restaurant which is planning to open a new restaurant in Delhi-NCR, what promotion-mix would you suggest?

Q 5. A company is planning to manufacture electric vehicles for sale in the Indian market which requires a well-developed strategy to be successful in the long run. Prepare a sustainable strategy for the development of this new product in the present scenario.

Q 6. An airline is planning to launch new flights to multiple destinations in India and abroad post pandemic, suggest an appropriate services marketing mix strategy to their marketing team that will help the firm to achieve company's objectives.