

SEMESTER-V

COURSE-B.COM (H)

PRINCIPLES OF MARKETING

ASSIGNMENT

1. As the marketer of a high definition T.V., you have to decide between penetration and skimming pricing. Explain the factors that you would consider in making your choice.
2. “The retail scenario in India is witnessing a major change.” Comment.
3. “Push strategy is better than pull strategy for FMCG products and vice-versa for industrial products.” Do you agree?
4. Explain intensive distribution and selective distribution giving suitable examples.
5. Write short notes on the following:
 - a. Distribution Logistics
 - b. Warehousing
6. An FMCG Company is going to launch fairness cream for men. Suggest suitable promotion mix for the company giving reasons.

CLASS TEST-1, SET-A

Attempt any three questions.

1. Differentiate between penetration pricing and skimming pricing. When are these pricing strategies suitable?
2. “Despite growing popularity, the organised retail in India has its own share of problems whereas Kirana stores (Mom and Pop stores) continue to offer many advantages.” Discuss
3. Differentiate between selective distribution and exclusive distribution.
4. Explain the major marketing logistics decisions for a large business enterprise.
5. Short notes on any two:
 - a. Telemarketing
 - b. Psychological pricing
 - c. Vertical marketing system

CLASS TEST-1, SET-B

Attempt any three questions.

1. What do you mean by pricing? Differentiate between cost-based and value-based pricing.
2. Examine the role of middlemen in the present day business. Is it desirable and feasible to eliminate them?
3. What do you mean by logistics management? Explain the various components of logistics management.
4. How is changing scenario of retailing in India affecting the small retailers? What strategies should be used by them to survive in the market?
5. Short notes on any two:
 - a. Discriminatory pricing
 - b. Horizontal marketing system
 - c. Franchising

MULTIPLE-CHOICE QUESTIONS

1. Any paid form of non-personal presentation and promotion ideas, goods or services by an identified sponsor is called:
 - a. Sales promotion
 - b. Direct marketing
 - c. Advertising
 - d. Personal selling

ANS: C

2. Advertising _____ define the task that advertising must accomplish with a specific target audience during a specific period of time
 - a. Objectives
 - b. Budgets
 - c. Strategies
 - d. Campaigns

ANS: A

3. An advertising objective is classified by its primary purpose which is to inform, persuade or:
 - a. Remind
 - b. Convince
 - c. Compete
 - d. Encourage

ANS: B

4. A product in the maturity stage will often require _____ advertising:
 - a. Informative
 - b. Comparative
 - c. Persuasive
 - d. Reminder

ANS: D

5. In the hierarchy of effects models, which ONE of the following comes first?
 - a. Action
 - b. Interest
 - c. Desire
 - d. Awareness

ANS: D

6. This type of retailing is a large-scale retailing institution that has a very broad and deep product assortment (both hard and soft goods), with the provision of a wide array of customer service facilities for store customers.

- A .Convenience stores
- b. Departmental stores
- c. Category killer stores
- d. Limited line retailers

ANS: B

7. McDonald's and KFC are good examples of:
- a. Distributors
 - b. Franchising
 - c. Merchant
 - d. Retailers

ANS: B

8. This is where intermediaries are given exclusive rights to market the good or service within a defined 'territory', thus using a very limited number of intermediaries:
- a. Exclusive
 - b. Intensive
 - c. Selective
 - d. Direct

ANS: A

9. These sell directly to end consumers and may purchase directly from manufacturers and/or deal with wholesalers:
- a. Distributors
 - b. Franchisors
 - c. Merchants
 - d. Retailers

ANS: D

10. The kind of channel arrangement which involves one or more than one independent wholesalers, producers and retailers is classified as:
- a. Vertical marketing system
 - b. Static Distribution Channel
 - c. Conventional distribution channel
 - d. Horizontal marketing system

ANS: C