



**UNIVERSITY OF NORTH BENGAL**  
B.Com Honours 4th Semester Examination, 2020

**CC10-COMMERCE**

**PRINCIPLES OF MARKETING**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Answer any three questions from the following**

20×3 = 60

1. Explain the nature and scope of marketing. What is marketing Mix? What are the elements of the marketing mix? Explain. 7+3+10
2. (a) What do you mean by Rural Marketing? 2+8+10  
(b) Distinguish between Traditional Marketing and Online Marketing.  
(c) Describe the Elements of marketing communication.
3. (a) Explain the difference between market-skimming pricing and market-penetration pricing. 8+7+5  
(b) Discuss circumstances in which each of these strategies become more appropriate. Give one example of such company which uses these policies.  
(c) Explain product-bundle pricing. Why is product bundle pricing effective?
4. An FMCG company will launch a fairness cream for men. Suggest a suitable promotion mix for the company, giving reasons. Explain the importance of ethics in marketing. 15+5
5. Discuss this strategies adopted by the largest mobile service provider company to drive away competitors to operate in blue ocean market in India. Substantiate your answer by stating the diversification strategies adopted by that company. 10+10

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