



### BCOE-141: Principles of Marketing

1. Differentiate between marketing and selling. Explain the relevance of marketing along with the main components of the marketing mix.
2. Describe various bases for segmenting consumer markets. Provide examples to illustrate each basis.
3. Explain the factors influencing consumer behavior. Discuss how these factors affect purchasing decisions.
4. What is New Product Development (NPD)? Highlight the various steps involved in the NPD process with examples.
5. Describe the objectives of pricing. Discuss how these objectives influence pricing decisions.
6. Explain different geographical pricing strategies used by marketers. Provide suitable examples.
7. Discuss the role of middlemen in marketing. Explain various functions of channels of distribution with examples.
8. What is the promotion mix? Explain its components with the help of examples.

9. Discuss the characteristics of services. Explain the challenges associated with services marketing with examples.

10. Write short notes on the following:

- a) Rural Marketing
- b) Product Life Cycle (PLC)
- c) Social Marketing
- d) Market Positioning
- e) Digital Marketing
- f) Branding

11. Explain various factors which influence consumer behavior. Discuss their impact on marketing strategies.

12. Describe the importance of understanding buyer behavior in marketing. How does it aid in developing effective marketing strategies?

13. What are the steps involved in developing a marketing plan? Explain each step with examples.

14. Discuss the significance of SWOT analysis in marketing. How does it help in strategic planning?

15. Explain the role of ethics in marketing. Discuss how social responsibility influences marketing decisions.