

Unique Paper Code: 22415305

Name of the Paper: **Fundamentals of Marketing**

Name of the Course: **B. Com (H) CBCS**

Semester: III

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 four questions.

All questions carry equal marks.

Q.1. Which pricing policy- penetrating pricing or skimming pricing- would you recommend for a new electric car launched by a marketer? Support your answers with reasons.

Q.2. Discuss the different stages through which a consumer passes while buying a SUV.

Q.3. Discuss the factors that influence a marketer while choosing the channel of distribution for the sale of a popular brand of soft drink.

Q.4. Segmentation bases provides a powerful tool to companies to identify and better target their customers and tailor market offerings to their specific needs. Discuss suitable bases for segmenting cars and shampoos.

Q.5. Explain the various levels of a product with reference to hotels.

Q.6. Explain how changes in the demographic and social-cultural environment affect marketing decisions.