



C20-CCP-504

7628

BOARD DIPLOMA EXAMINATION, (C-20)

OCTOBER/NOVEMBER—2023

DCCP – FIFTH SEMESTER EXAMINATION

PRINCIPLES OF MARKETING

Time : 3 Hours]

[Total Marks : 80

PART—A

3×10=30

- Instructions :** (1) Answer **all** questions.
(2) Each question carries **three** marks.
(3) Answers should be brief and straight to the point and shall not exceed five simple sentences.

1. Define management.
2. List the facilitating functions of marketing.
3. Define consumer behaviour.
4. List the stages of a new product development.
5. List the factors influencing branding of a product.
6. Mention any three objectives of pricing.
7. What is the influence of demand in pricing a product?
8. What is personal selling?
9. State the benefits of direct marketing.
10. Mention any three advantages of online marketing.

PART—B

8×5=40

- Instructions :** (1) Answer **all** questions.
(2) Each question carries **eight** marks.
(3) Answers should be comprehensive and criterion for valuation is the content but not the length of the answer.

11. (a) Explain the importance of marketing.

(OR)

(b) Explain the benefits of marketing to consumer.

12. (a) Explain the exchange functions of marketing.

(OR)

(b) Explain the factors influencing consumer behaviour.

13. (a) Explain the factors determining market segmentation.

(OR)

(b) Explain the stages of product life cycle.

14. (a) Explain any four methods of pricing.

(OR)

(b) Explain the various pricing strategies.

15. (a) Explain (i) advertising objectives and (ii) advertisement copy.

(OR)

(b) Explain the factors effecting sales force.

PART—C

10×1=10

- Instructions :** (1) Answer the following question.
(2) The question carries **ten** marks.
(3) Answer should be comprehensive and the criterion for valuation is the content but not the length of the answer.

- 16.** The role of social media is significant in every aspect of life. Do you prefer to promote your product through social media? Explain the reasons.

★★★