TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**BCOE-141**
COURSE TITLE	**:**	**PRINCIPLES OF MARKETING**
ASSIGNMENT CODE	**:**	**BCOE-141/TMA/2026-27**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Note: Attempt all the questions.

Section – A
(Attempt all the questions. Each question carries 10 marks.)

1) Explain the importance and features of marketing in a developing economy. **(10)**

2) Explain various regulations that affect the marketing decision in India. **(10)**

3) "Consumer is always a rational human being. Hence, economic basis for segmentation is the most appropriate method". Do you agree? Explain with the help of suitable examples. **(10)**

4) Distinguish between product item, product line, and product mix. Describe various product line strategies. **(10)**

5) Explain briefly the 'product life cycle concept' in marketing management and state why do you feel it is useful to understand this concept. **(10)**

Section – B
(Attempt all the questions. Each question carries 6 marks.)

6) You felt the need for colour TV at your house. Explain the detailed process of buying the TV. **(6)**

7) Explain the reasons for the popularity of the going rate method of price setting. How is it different from differential pricing? **(6)**

8) Discuss the regulation of pricing under the Consumer Protection Act, 2019. **(6)**

9) What do you mean by direct channels and indirect channels? Explain the channels used for consumer goods and industrial goods. **(6)**

10) How does a push strategy differ from a pull strategy? Give examples from your experience. **(6)**

Section – C
(Attempt all the questions. Each question carries 10 marks.)

11) **Write short notes on:** **(10)**

a) Packaging

b) Personal selling

12) **Distinguish between the following:** **(10)**

a) Quantity Discount and Trade Discount

b) Total system approach and Total cost approach

1) Explain the importance and features of marketing in a developing economy. (10)

Answer

Marketing is much more than advertising or selling. It identifies what people need, develops suitable products, decides prices, makes goods available and communicates their usefulness. In a developing economy such as India, marketing helps connect farms, factories, service providers and consumers. As income levels, technology and living standards change, this connection becomes especially important.

Importance of marketing in a developing economy

1. Links production with demand.

Producers cannot succeed merely by manufacturing large quantities. Marketing research tells them what households, farmers and businesses actually require. For example, a company selling water purifiers must study local water quality, purchasing power and after-sales service needs. This reduces wasteful production and improves consumer satisfaction.

2. Encourages economic growth.

When products reach a wider market, demand increases. Firms expand output, invest in equipment and purchase more raw materials. These activities support income and national production. A small food-processing unit may become a larger enterprise after finding customers beyond its home district.

3. Creates employment and self-employment.

Marketing activities provide jobs in retailing, sales, packaging, warehousing, transportation, advertising, market research and e-commerce. Small shopkeepers, delivery workers and rural entrepreneurs also earn livelihoods through distribution networks.