BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT

2026-2027

Valid from 1st July 2026 to 30th June 2027

BACHELOR OF COMMERCE (GENERAL)
CHOICE BASED CREDIT SYSTEM

BCOE – 141: PRINCIPLES OF MARKETING

ASSIGNMENT: 2026-27

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Attempt all the three sections.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. **Those students who are appearing in December 2026 Term End Examination they have to submit latest by in 15 October 2026.**
2. **Those students who are appearing in June 2027 Term End Examination they have to submit latest by in 15 March 2027.**

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

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