

SYLLABUS

Paper-5: Principles of Marketing

Max.: Marks: 100

Time: 3 Hours

Note: Ten questions shall be set in the question paper covering the whole syllabus. The candidates will be required to attempt any five questions.

Introduction: Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts-traditional and modern: Selling vs. marketing, marketing mix; Marketing environment.

Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour; Market segmentation – concept and importance; Bases for market segmentation.

Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging-role and functions; Brand name and trade market; after-sales service; Product life cycle concept.

Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

Distribution Channels and Physical Distribution: Distribution channels-concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; transportation; Warehousing; Inventory control; Order processing.

Promotion: Methods of promotion; Optimum Promotion Mix; Advertising Media-, Their relative merits and limitations, characteristics of an effective advertisement, Personal Selling, Publicity: Sales promotion and public relations.