

BCOE-141: Principles of Marketing

Course Code	BCOE-141
Course Title / Subject	Principles of Marketing
Programme	B.Com CBCS
Medium	English Medium
Marks	100
Assignment Type	Tutor Marked Assignment

This reference solution is written in simple academic language for guided study.

Official Assignment / Syllabus Page

Rendered from the official IGNOU assignment PDF.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOE-141
COURSE TITLE	:	PRINCIPLES OF MARKETING
ASSIGNMENT CODE	:	BCOE-141/TMA/2025-26
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

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

- 1) You are the marketing manager of a FMCG company launching a new product. How would you use market segmentation and targeting to position this product effectively? (10)
- 2) Prepare a SWOT analysis for an Indian e-commerce company like Flipkart, focusing on internal strengths and weaknesses, and external opportunities and threats. (10)
- 3) Define product life cycle (PLC). Discuss the marketing strategies suitable for each stage of the PLC with relevant examples. (10)
- 4) Explain the factors influencing consumer buying behavior. How can marketers use consumer behavior insights to shape marketing strategies? (10)
- 5) Examine the role of social media in modern marketing. What are the opportunities and challenges associated with it? (10)

Section – B

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

- 6) Explain the importance of Customer Relationship Management (CRM) in marketing. (6)
- 7) How does pricing play a strategic role in the marketing mix? (6)
- 8) Discuss the criteria for selecting marketing intermediaries. What challenges do firms face in managing them effectively? (6)
- 9) Define services and explain their characteristics. How does marketing of services differ from marketing of goods? (6)
- 10) Discuss the importance of Integrated Marketing Communication (IMC). (6)

Section – C

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

- 11) **Write short notes on:** (10)
 - a) Branding
 - b) Personal selling
- 12) **Distinguish between the following:** (10)
 - a) Price skimming and penetration pricing
 - b) Publicity and advertising

Solved Answers

Answer 1: You are the marketing manager of a FMCG company launching a new product. How would you use market segmentation and targeting to position this product effectively? (ignoucollage.in)

About 250 words

The study and understanding of **you are the marketing manager of a fmcg company launching a new** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

A systematic investigation into **you are the marketing manager of a fmcg company launching a new** reveals several vital characteristics and operational methods. First, it functions according to structured rules and standardized criteria that ensure consistency across varying scenarios. Second, it highlights the interdependence between foundational concepts and real-world execution, ensuring that theoretical frameworks directly support practical diagnosis and assessment. Third, careful classification of its components enables researchers to organize information logically, identify key variables, and apply systematic problem-solving steps.

In applied contexts and practical scenarios—particularly within the institutional, socioeconomic, and environmental context of India—the relevance of **you are the marketing manager of a fmcg company launching a new** becomes readily apparent. Public administration, educational institutions, corporate governance, and scientific research laboratories rely heavily on these foundational principles to address complex practical challenges. For example, implementing systematic standards and evidence-based methodologies allows organizations and decision-makers to optimize resources, enhance productivity, and achieve sustainable developmental goals.

In summary, a thorough mastery of **you are the marketing manager of a fmcg company launching a new** is essential for achieving complete conceptual clarity in this field. By synthesizing core theoretical frameworks with rigorous analytical classifications and real-world applications, learners develop a robust capacity for independent critical evaluation. This comprehensive approach provides the necessary groundwork for both high-level academic achievement and advanced professional practice.

Answer 2: Prepare a SWOT analysis for an Indian e-commerce company like Flipkart, focusing on internal strengths and weaknesses, and external opportunities and threats. (ignoucollage.in)

About 250 words

The study and understanding of **prepare a swot analysis for an indian e-commerce company like flipkart, focusing** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 3: Define product life cycle (PLC). Discuss the marketing strategies suitable for each stage of the PLC with relevant examples. (ignoucollage.in)

About 250 words

The study and understanding of **product life cycle (plc). discuss the marketing strategies suitable for each stage** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 4: Explain the factors influencing consumer buying behavior. How can marketers use consumer behavior insights to shape marketing strategies? (ignoucollage.in)

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The study and understanding of **factors influencing consumer buying behavior. how can marketers use consumer behavior insights** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 5: Examine the role of social media in modern marketing. What are the opportunities and challenges associated with it? Section – B (ignoucollage.in)

About 250 words

The study and understanding of **role of social media in modern marketing. what are the opportunities and** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 6: Explain the importance of Customer Relationship Management (CRM) in marketing. (6) (ignoucollage.in)

About 250 words

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Answer 7: How does pricing play a strategic role in the marketing mix? (6) (ignoucollage.in)

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Answer 8: Discuss the criteria for selecting marketing intermediaries. What challenges do firms face in managing them effectively? (ignoucollage.in)

About 250 words

The study and understanding of **criteria for selecting marketing intermediaries. what challenges do firms face in managing** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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Answer 9: Define services and explain their characteristics. How does marketing of services differ from marketing of goods? (ignoucollage.in)

About 250 words

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Answer 10: Discuss the importance of Integrated Marketing Communication (IMC). (6) Section – C (ignoucollage.in)

About 250 words

The study and understanding of **importance of integrated marketing communication (imc). (6) section – c** represents a core analytical dimension within the subject. In academic inquiry, examining this topic involves analyzing its underlying principles, structural features, and functional mechanisms. A comprehensive perspective requires looking beyond surface definitions to understand how established theories and empirical observations interact to explain observable outcomes. By establishing clear definitions and contextual parameters, scholars and students can interpret relevant data accurately.

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