



K18U 0543

Reg. No. :

Name :

**II Semester B.Com. Degree (CBCSS – Reg./Supple./Imp.)
Examination, May 2018
CORE COURSE IN COMMERCE
2B03 COM : Principles of Marketing
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. PLC stands for _____
2. The distribution channel in which only one intermediary is called _____ channel.
3. The only revenue producing element in the marketing mix is _____
4. Modern marketing begins and ends with the _____ **(4× $\frac{1}{2}$ =2)**

PART – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is marketing ?
6. What is product mix ?
7. What is going rate pricing ?
8. What is social marketing ?
9. Who is a retailer ?
10. What is brand equity ? **(4×1=4)**

P.T.O.



PART – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks.

11. What are the elements of marketing mix ?
12. What is market segmentation ?
13. What are the advantages of good packaging ?
14. What is labeling ?
15. Who is a middlemen ?
16. What is price skimming ? Explain the reasons for adopting this policy.
17. What is internet marketing ?
18. What are the elements of service marketing ? **(6×3=18)**

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is PLC ? Discuss the stages of PLC.
 20. What is marketing ? Discuss the functions of marketing.
 21. What do you mean by channels of distribution ? Discuss the factors to be considered in selecting channels. **(2×8=16)**
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