



**K19U 0299**

Reg. No. : .....

Name : .....

**II Semester B.Com. Degree (CBCSS-Reg./Supple./Improv.)**  
**Examination, April 2019**  
**(2014 Admission Onwards)**  
**CORE COURSE IN COMMERCE**  
**2B03COM : Principles of Marketing**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. The aim of relationship marketing is \_\_\_\_\_ delight.
2. \_\_\_\_\_ is the first stage of Product Life Cycle.
3. Introducing a product at low price and increasing the price once the brand succeeds is known as \_\_\_\_\_ pricing.
4. The basic objective of marketing function is to link \_\_\_\_\_ and \_\_\_\_\_

**(4× $\frac{1}{2}$ =2)**

**PART – B**

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

5. What is product positioning ?
6. What is zero level channel ?
7. What is 4 P's in marketing ?
8. What is merchant middlemen ?
9. What is cost based pricing ?
10. What is Penetration pricing ?

**(4×1=4)**

**P.T.O.**



PART – C

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

1. Discuss the classification of markets.
2. Write a short note on classification of consumer goods.
3. What are the advantages of packaging ?
4. What is PLC ?
5. What is customer relationship marketing ?
6. Discuss the way in which a firm build its brand equity.
7. What is service marketing ? Discuss its elements.
8. Briefly discuss the modern channels of marketing. **(6×3=18)**

PART – D

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

1. What is marketing ? Discuss the functions of marketing.
  2. What do you mean by middlemen ? Discuss different types of middlemen and its functions.
  3. What is pricing ? Discuss its objectives and importance. **(2×8=16)**
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