



K20U 0344

Reg. No. :

Name :

**II Semester B.Com. Degree (CBCSS-Supple./Improv.) Examination, April 2020
(2014 – 2018 Admissions)**

Core Course

2B03COM : PRINCIPLES OF MARKETING

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. The aim of relationship marketing is _____ delight.
2. Introducing a product at high price and decreasing the price when competition enters is known as _____ pricing.
3. When a brand name is registered and legalized, it becomes a _____
4. The 4 P's in marketing mix are product, _____, place and promotion. (4x $\frac{1}{2}$ =2)

PART – B

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

5. Define marketing.
6. Who is a retailer ?
7. What is brand loyalty ?
8. What is one packaging ?
9. What is departmental store ?
10. What is demand based pricing ? (4x1=4)

P.T.O.



PART – C

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

11. Discuss the elements of marketing mix.
12. What is market/product positioning ? Discuss its strategies.
13. Discuss the modern marketing concept.
14. What is internet marketing ? State its advantages.
15. What is relationship marketing ? Discuss its advantages.
16. "Marketing starts before production". Discuss.
17. Discuss the factors influencing pricing.
18. Discuss the role and importance of middlemen in distribution. **(6×3=18)**

PART – D

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

19. What is product life cycle ? Discuss the stages of PLC and strategies to be adopted in different stages of a PLC.
 20. What is channels of distribution ? Discuss the types and functions of middlemen.
 21. What is service marketing ? Discuss the major components and types of service marketing. **(2×8=16)**
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