

K17U 1068

Reg. No. :

Name :

II Semester B.Com. Degree (CBCSS – Reg./Supple./Imp.) Examination, May 2017 CORE COURSE IN COMMERCE 2B03 COM : Principles of Marketing (2014 Admn. Onwards)

Time : 3 Hours

Max. Marks: 40

PART-A

Answer all questions, each carries 1/2 mark :

- 1. Marketing focuses its attention on
 - a) Seller's need b) Buyer's need
 - c) Manufacturer's need d) None of these
- 2. _____ is an agent employed to sell the goods for his principal for a compensation.
 - a) Factor b) Auctioneer c) Broker d) None
- 3. Tele marketing is marketing by
 - a) Television b) Radio c) Phone d) None
- 4. Give any two examples of direct marketing.

(½×4=2)

PART-B

Answer any four questions. Each carries 1 mark :

5. What are place mix variables ?

6. What is departmental store ?

- 7. Who is a retailer?
- 8. Define market.
- 9. What is pricing ?

10. What do you mean by demarketing concept?

(1×4=4) P.T.O.

K17U 1068

 $(3 \times 6 = 18)$

PART-C

Answer any six questions. Each carries 3 marks :

- 11. What are the different methods of selling ? Explain any two.
- 12. State the different stages in the product life cycle.
- 13. What are the objectives of marketing?
- 14. What are the different types of large scale retailers ? Explain any two.
- 15. How marketing-mix concept helps the business firm ?
- 16. What are the promotion-mix variables ?
- 17. What are the benefits of the modern concept of marketing ?
- 18. State the elements of the marketing mix.

PART-D

Answer any two questions. Each carries 8 marks :

- Explain the functions of marketing.
- What are the objectives of packaging ? List out the characteristics of a good package.
- 21. Explain the factors governing the choice of channels of distribution. (8×2=16)