



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.

11. Discuss the classification of markets.
12. Write a short note on classification of consumer goods.
13. What are the advantages of packaging ?
14. What is PLC ?
15. What is customer relationship marketing ?
16. Discuss the way in which a firm build its brand equity.
17. What is service marketing ? Discuss its elements.
18. Briefly discuss the modern channels of marketing. (6×3=18)

PART – D

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

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