



M 8823

Reg. No. :

Name :

II Semester B.Com. Degree (CCSS – 2014 Admn. – Regular)

Examination, May 2015

CORE COURSE IN COMMERCE

2B03 COM : Principles of Marketing

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** carries $1/2$ mark.

1. What is demarketing concept ?
2. What is product mix ?
3. _____ is the amount we pay for a goods or service.
4. What are the four P's in marketing mix ?

(4× $1/2$ =2)

PART – B

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

5. Define marketing system.
6. What are the three process of marketing ?
7. What is product life cycle ?
8. What is administered pricing ?
9. Define product planning.
10. What are the components of Marketing Information System ?

(4×1=4)

PART – C

Answer **any six** questions. **Each** carries 3 marks.

11. What are the features of marketing ?
12. Distinguish between selling and marketing.
13. State the importance of internet marketing.

P.T.O.



- 14. What are the functions of wholesalers in the process of marketing the goods ?
- 15. Explain cost plus pricing method.
- 16. Briefly explain the different methods of buying.
- 17. State the need for marketing finance.
- 18. What are the factors determining the product mix ?

(6x3=18)

PART - D

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

- 19. What is marketing function ? Explain the various functions of marketing.
- 20. Explain the different phases of market information.
- 21. Explain the factors governing the choice of channels of distribution. (2x8=16)

(4x1=4)

PART - B

Answer any four questions. Each carries 4 mark.

(4x1=4)

PART - C

Answer any six questions. Each carries 3 marks.