



K21U 3644

Reg. No. :

Name :



**II Semester B.Com. Degree (CBCSS – Supple.) Examination, April 2021
(2014-2018 Admission)**

Core Course

2B03COM : PRINCIPLES OF MARKETING

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. _____ concept emphasizes low cost of production through mass production and distribution.
2. The path or network through which the products are made available to the customers is called.
3. _____ is the last stage in the product life cycle.
4. _____ is the intrinsic value or worth of a brand in terms of money. $(4 \times 1/2 = 2)$

PART – B

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

5. What is future market ?
6. Describe marketing concepts.
7. What is promotion ?
8. Define product life cycle.
9. What is CRM ?
10. Write a note on product line. $(4 \times 1 = 4)$

PART – C

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

11. Briefly discuss marketing mix.
12. Explain the features of modern concept of marketing.
13. How marketing is beneficial to consumers ? Explain.

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14. Explain the pricing strategies of new products.
15. What are the techniques of product positioning ?
16. Explain the salient features of tourism products.
17. Discuss the factors influencing product mix.
18. Define a retailer. Discuss their functions.

(6×3=18)

PART – D

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

19. Define marketing. Explain the functions of marketing.
20. What is pricing strategy ? Discuss the different types of pricing strategies.
21. What is branding ? Explain the advantages and disadvantages of branding.

(2×8=16)