



K16U 1188

Reg. No. :

Name :

II Semester B.Com. Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2016

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 $1\frac{1}{2}$ mark.

1. Departmental store is a _____
 - a) Small retail store
 - b) Medium retail store
 - c) Large retail store
 - d) None of these

2. F.O.B. stands for _____
 - a) Free On Board
 - b) Free On Base
 - c) Free On Business
 - d) None of these

3. Block capital is also called as
 - a) Variable capital
 - b) Fixed capital
 - c) Capital
 - d) None of these

4. Price is equal to
 - a) Cost
 - b) Cost + Loss
 - c) Cost + Profit
 - d) None of these

(4× $1\frac{1}{2}$ =2)

P.T.O.



PART – B

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

5. Who is a wholesaler ?
6. What is channel of distribution ?
7. Who is an auctioneer ?
8. Define marketing concept.
9. Name any two promotion mix variable.
10. What is internet marketing ? (4×1=4)

PART – C

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

11. What are the functions of a wholesale trader ?
12. Explain the various price variables.
13. State the reasons for the faster growth of internet marketing.
14. What are the elements of marketing mix ?
15. Explain the different methods of selling.
16. What are the services rendered by retailers to the consumers ?
17. Distinguish between selling and marketing.
18. What are the essential of modern marketing concept ? (6×3=18)

PART – D

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

19. Define product mix. What are the factors determining the product mix ?
 20. Explain the factors governing the choice of channels of distribution.
 21. Discuss the role played by marketing in the modern world. (2×8=16)
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