



K18U 0543

Reg. No. : .....

Name : .....

II Semester B.Com. Degree (CBCSS – Reg./Supple./Imp.)  
Examination, May 2018  
CORE COURSE IN COMMERCE  
2B03 COM : Principles of Marketing  
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries  $\frac{1}{2}$  mark.

1. PLC stands for \_\_\_\_\_
2. The distribution channel in which only one intermediary is called \_\_\_\_\_ channel.
3. The only revenue producing element in the marketing mix is \_\_\_\_\_
4. Modern marketing begins and ends with the \_\_\_\_\_ (4x $\frac{1}{2}$ =2)

PART – B

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

5. What is marketing ?
6. What is product mix ?
7. What is going rate pricing ?
8. What is social marketing ?
9. Who is a retailer ?
10. What is brand equity ? (4x1=4)

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PART – C

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

11. What are the elements of marketing mix ?
12. What is market segmentation ?
13. What are the advantages of good packaging ?
14. What is labeling ?
15. Who is a middlemen ?
16. What is price skimming ? Explain the reasons for adopting this policy.
17. What is internet marketing ?
18. What are the elements of service marketing ? (6×3=18)

PART – D

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

19. What is PLC ? Discuss the stages of PLC.
  20. What is marketing ? Discuss the functions of marketing.
  21. What do you mean by channels of distribution ? Discuss the factors to be considered in selecting channels. (2×8=16)
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