



K23U 1795

Reg. No. :

Name :

**II Semester B.Com. Degree (CBCSS – Supplementary) Examination, April 2023
(2017 – 2018 Admissions)**

Core Course

2B03 COM : PRINCIPLES OF MARKETING

Time : 3 Hours

Max. Marks : 40



PART – A

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

1. PLC stands for
2. The process of covering the product is called
3. The economic value of the brand is known as
4. Registered brand is known as

(4× $\frac{1}{2}$ =2)



PART – B

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

5. What is marketing ?
6. What is labelling ?
7. What do you mean by internet marketing ?
8. What is branding ?
9. Define service marketing.
10. What is physical distribution ?

(4×1=4)

P.T.O.



PART – C

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

11. Explain the importance of marketing mix.
12. State the functions of middleman.
13. Explain the features of customer relationship marketing.
14. Explain the product positioning.
15. Explain the importance of marketing.
16. Explain the four P's of marketing.
17. What is bank marketing ?
18. Explain the steps in pricing.

(6×3=18)

PART – D

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

19. Explain the factors influencing the pricing decision of a firm.
20. Explain the stages of PLC.
21. Explain the factors influencing the selection of channel.

(2×8=16)


