

Reg. No. : .....

Name : .....

**Second Year B.Com. Degree Examination, April 2021**

**Part III**

**PAPER VII : PRINCIPLES OF MARKETING**

**(2006 Admission Onwards)**

Time : 3 Hours

Max. Marks : 100

SECTION – A

Answer any **Ten** questions. Each question carries **2** marks.

1. Distinguish between Market and Marketing?
2. What do you mean by Market Segmentation?
3. What is an advertisement copy?
4. Distinguish between Brand and Trade mark.
5. What is Primary Data? How is it different from Secondary Data?
6. State any four functions of channels of Distribution.
7. State any four functions of wholesalers
8. Define Marketing Research.
9. What do you mean by Service Marketing?
10. What is meant by Product Life Cycle?

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11. What are Buying Motives?
12. What is Penetration Pricing?

(10 × 2 = 20 Marks)

#### SECTION – B

Answer any **eight** questions. **Each** question carries **5** mark.

13. Discuss briefly the objectives of Marketing.
14. Explain briefly the different methods of market segmentation.
15. What are the techniques of Product Positioning?
16. Describe the factors influencing Product Mix.
17. What is Labelling? State its advantages and Limitations.
18. Discuss the importance of Price in marketing.
19. Define the concept of Consumer Behaviour? Why is it desirable to study in Marketing?
20. What are the advantages of Direct Marketing?
21. Distinguish between advertising and Sales Promotion.
22. What are the components of Marketing Information System?
23. Discuss briefly the objectives of Marketing Research.
24. What are the elements in Service Marketing Mix.

(8 × 5 = 40 Marks)

### SECTION – C

Answer any **two** questions. **Each** question carries **20** marks.

25. Discuss the features of Modern Marketing.
26. Explain the factors affecting Pricing Decisions.
27. What do you mean by promotion Mix? What are its elements? Discuss factors influencing promotion Mix.
28. Define Sale Forecasting. State its importance in Marketing. Discuss some important methods of forecasting.

**(2 × 20 = 40 Marks)**