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Second Year B.Com. Degree Examination, April 2020

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. Define Advertising.
2. What is counter marketing?
3. What do you mean by Target Marketing?
4. What is demographic segmentation?
5. What is meant by Brand Equity?
6. What is Marketing Myopia?
7. What is personal selling?
8. What is skimming pricing?
9. What is advertisement budget?
10. What is Pop up advertisement?
11. Define E-marketing.
12. What is Retail marketing?

(10 × 2 = 20 Marks)

P.T.O.

SECTION – B

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

13. Discuss the various marketing concepts.
14. Explain the different types of buying behaviour.
15. Explain the different segmentation strategies.
16. Discuss the factors influencing product mix.
17. Explain the functions of retailers.
18. Discuss the various type of Internet marketing.
19. Describe the various methods of sales forecasting.
20. Discuss the different stages in the buying process.
21. Explain the different product mix strategies.
22. Describe the factors influencing pricing decisions.
23. Discuss the elements of communication process.
24. What are the important tools of public relations?

(8 × 5 = 40 Marks)

SECTION – C

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

25. What is marketing? Briefly explain the functions of marketing.
26. Define pricing policy. What are the different types of pricing policies?
27. Describe sales promotion. What are the various tools of consumer sales promotion?
28. Explain different stages in the process of new product development.

(2 × 20 = 40 Marks)