1194 – C11 – IIISC – R – N – 15

THIRD SEMESTER B.Com. (Revised) DEGREE EXAMINATION, NOVEMBER 2015

PRINCIPLES OF MARKETING

Time : 3 Hours] [Max. Marks : 80

All sections are compulsory.
Question **13** *is compulsory.*

Section A

1. Answer any **ten** of the following :

   a) What is marketing?

   b) What is social marketing?

   c) Write any two functions of marketing.

   d) Write any two bases for market segmentation.

   e) What is a product?

   f) Write any two stages of product life cycle.

   g) What is a brand?

   h) What is skimming pricing?

   i) What is pricing?

   j) What is demarketing?

   k) What is sales promotion?

   l) Write any two kinds of advertising media. $10 \times 2 = 20$

Section B

Write any **three** *of the following.*

2. Explain in brief the benefits of marketing.

3. Briefly explain the functions of marketing.

4. Explain the criteria for successful market segmentation.

5. Explain why new products fail.

6. Explain any five methods of pricing.

7. Briefly explain the objectives of advertising. $3 \times 5 = 15$

[P.T.O.

Section C

Answer any **three** *of the following including Question No.* **13** *(Case study) which is compulsory.*

8. Explain the concepts of marketing.

9. What is market segmentation? Explain the bases of market segmentation.

10. What is Product Life Cycle? Explain the stages of product life cycle.

11. Explain the factors affecting pricing decisions.

12. What is channels of distribution? Explain the different types of channels of distribution.

Case Study (Compulsory)

13. You have developed a smart phone which has more battery back-up with multiple features than existing rival products in the market. In the light of this, answer the following questions.

    a) How do you differentiate your smart phone from other rival products?

    b) On which bases you segment the market for your smart phone?

    c) How do you, advertise your smart phone? $3 \times 15 = 45$