

(6 pages)

**Reg. No. :** .....

**Code No. : 10103 E      Sub. Code : JACO 21/  
SACO 21/AACO 21**

B.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2021.

Second Semester

Commerce – Allied

**MARKETING**

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. "Find wants and fill them" is a theme described in
  - (a) selling concept
  - (b) product concept
  - (c) marketing concept
  - (d) production concept

2. The main features of modern marketing is
  - (a) Consumer oriented
  - (b) Production oriented
  - (c) Demand oriented
  - (d) Competition oriented
3. \_\_\_\_\_ is the first step in the process of marketing
  - (a) Assembling                      (b) Buying
  - (c) Selling                          (d) Market information
4. A plan designed to analyse the marketing problem is
  - (a) Market segment
  - (b) Marketing mix
  - (c) Channel of distribution
  - (d) Market segmentation
5. A collection of all products offered for sale by a company is
  - (a) A product item              (b) product mix
  - (c) product line                (d) product positioning
6. Introducing a product with low price is called
  - (a) skimming                      (b) penetration
  - (c) customery                    (d) dual

7. Select the convenience goods from the following
- (a) Soap                                      (b) Jewellery
  - (c) Furniture                                (d) Car
8. \_\_\_\_\_ act as the first outlet in the channel of distribution.
- (a) Retailers
  - (b) Wholesalers
  - (c) Brokers
  - (d) Commission Agent
9. Export marketing is based on \_\_\_\_\_ pricing if the firm has excess capacity.
- (a) Marginal cost
  - (b) Marketing oriented
  - (c) Cost based
  - (d) negotiated
10. The EXIM Bank of India was established in
- (a) 1969                                      (b) 1972
  - (c) 1982                                      (d) 1992

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the objectives of marketing?

Or

- (b) What are the benefits of modern concept of marketing?

12. (a) What is assembling? What are its advantages?

Or

- (b) Discuss the objectives of market segmentation.

13. (a) Explain the functions of product planning.

Or

- (b) Define the term price. Discuss its importance.

14. (a) What are consumer goods? Differentiate consumer goods from industrial good.

Or

- (b) Who is a Retailer? Explain his services.

15. (a) List out the intermediaries of International marketing.

Or

- (b) What are the instruments of foreign trade policy?

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Briefly explain the various approaches to the study of marketing.

Or

- (b) Bring out the role of marketing in the economic development of a country.

17. (a) Explain the concept of marketing mix and describe the various factors that determine it.

Or

- (b) What is meant by buying? Briefly discuss the different methods of buying.

18. (a) Discuss the different stages involved in the process of product development.

Or

- (b) Briefly discuss the different factors which influence the pricing decision.

19. (a) What is meant by specialty goods? What are its features.

Or

- (b) Discuss the factors to be considered while selecting a suitable channel of distribution.

20. (a) Discuss the steps involved in export of goods.

Or

- (b) Explain the importance of international marketing.
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