

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018
B.COM., COMMERCE
SEMESTER I
U15ACM101– PRINCIPLES OF MARKETING (ALLIED)

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

1. Define marketing.
2. What is a market?
3. Define marketing mix.
4. What is meant by buying?
5. What are pathways?
6. Define storage.
7. What is standardisation?
8. Define grading.
9. What is fixed capital?
10. What is marketing risk?

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) What are the various approaches to the study of Marketing?
(Or)
b) Explain the features of marketing.
12. a) What are the various elements of selling?

(Or)

- b) Enumerate the various elements of marketing mix.
13. a) What are the functions of warehousing?

(Or)

- b) What are the characteristics of a good storage facility?
14. a) Distinguish between the standardisation and Grading.

(Or)

- b) Explain the significance of ISI Mark.
15. a) Explain the temporary needs for additional working capital requirements.
(Or)
b) Describe the various methods of dealing with risks.

SECTION - C (3 X10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Explain the Role of Marketing in Economic Development.
17. What do you mean by the marketing process? Describe them briefly.
18. Explain the various types of warehouses and their functions.
19. Explain the advantages of standardisation and Grading.
20. What are the causes of marketing risk? Explain them briefly.
