



Geetha Shishu Shikshana Sangha (R)
**GSSS SIMHA SUBBAMAHALAKSHMI
FIRST GRADE COLLEGE**

(Affiliated to University of Mysore, Mysuru, Recognized by Govt. of Karnataka)
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Assignment for II sem Bcom

Subject: Principles of Marketing

A) Answer the following in 2 pages each:

- 1) Define Marketing. Explain the objectives of marketing
- 2) Explain the various marketing concepts
- 3) Explain the functions of marketing
- 4) Explain the various elements of marketing mix with examples
- 5) Define the term 'Product'. Explain the various classification of the product
- 6) What is product life cycle? Explain various steps involved in product life cycle and strategies applied?
- 7) Explain the advantages of branding
- 8) What is packing? State its advantages, list out the requisites of good package
- 9) What is labeling? Explain its functions, merits and demerits.