

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**THIRD SEMESTER – APRIL 2016**

**BU 3503 – PRINCIPLES OF MARKETING**

Date: 02-05-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART A**

ANSWER **ALL** QUESTIONS

(10x2=20)

1. Define marketing.
2. What is demarketing?
3. State the examples for social marketing.
4. Define market segmentation.
5. Explain branding.
6. What is trade mark?
7. What is hyper market?
8. Who is a wholesaler?
9. What is penetration pricing?
10. What is cash discount?

**PART B**

ANSWER ANY **FOUR** QUESTIONS

(4x10=40)

11. Explain the various stages of product life cycle.
12. State the factors contributing to the growing importance of packaging.
13. Explain the different kinds of pricing.
14. State the different types of consumer goods.
15. Explain the benefits of market segmentation.
16. Trace the evolution of marketing concept.
17. Explain the elements of marketing mix.

**PART C**

ANSWER ANY **TWO** QUESTIONS

(2x20=40)

18. Explain the various stages in new product development.
19. State the methods of sales forecasting.
20. What are the major factors that should be taken in to account in developing a pricing policies.
21. Explain the steps involved in developing effective communication in marketing.

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