

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



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

**THIRD SEMESTER – APRIL 2018**

**16UBU3MC02– PRINCIPLES OF MARKETING**

Date: 07-05-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION- A**

**ANSWER ALL THE QUESTIONS**

**10X2=20**

1. Distinguish between market and marketing.
2. What is marketing mix?
3. Give examples of products that are decided and purchased by children, adolescents and adults.
4. What is a target market?
5. Write a note on standardization and grading.
6. Give the meaning of logistics.
7. State the major channels used for distribution of consumer goods.
8. List the drawbacks of online marketing.
9. Explain niche marketing.
10. What is sustainable marketing?

**SECTION- B**

**ANSWER ANY FOUR QUESTIONS:**

**4X10=40**

11. How is an integrated marketing plan prepared?
12. Bring out the uses of marketing information in selling a product.
13. Explain the major steps in consumer decision making process.
14. What is product life cycle? Explain the marketing strategies applicable for various stages in product life cycle.
15. Enumerate the benefits of sales promotion and advertising to the different groups.
16. Explain the different kinds of channel members.
17. How is an intelligence system designed to establish a competitive advantage?

**SECTION- C**

**ANSWER ANY TWO QUESTIONS:**

**2X20=40**

18. Analyse the significance and impact of macro environment in marketing.
19. What are the various methods of segmenting markets? Why is segmentation important in developing a market strategy?
20. Explain the factors that should be considered in developing a pricing policy. How is a new product priced?
21. Give a detailed account of different categories in wholesaling and retailing.

\*\*\*\*\*