



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – APRIL 2022

16UBU3MC02 – PRINCIPLES OF MARKETING

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No

Answer ALL questions

(10 x 2 = 20 Marks)

- 1 Define the term 'Marketing'.
- 2 What is marketing mix?
- 3 Define 'Market Segmentation'.
- 4 What are Business Markets?
- 5 List out the benefits of packaging.
- 6 What are the objectives of pricing?
- 7 Who are all the participants in the distribution channel?
- 8 Mention the advantages of direct marketing.
- 9 What do you mean by Competitor Analysis?
- 10 What is Sustainable Marketing?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Elaborate the concept of market orientation.
- 12 Describe the various stages involved in the buyer decision process.
- 13 Explain the requirements for effective segmentation.
- 14 Elucidate the New Product Pricing Strategies with illustrations.
- 15 Describe the functions of middlemen.
- 16 Describe the steps involved in personal selling process, with illustrations.
- 17 Explain the approaches to marketing strategy.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 How will you design a customer driven marketing strategy?
- 19 Draw the Product Life Cycle and explain each stage of Product Life Cycle.
- 20 Explain the methods of sales promotion with suitable examples.
- 21 Elucidate the major steps followed in designing a competitive intelligence system.
