



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

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

**THIRD SEMESTER – APRIL 2022**

**UBU 3502 – 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 What is marketing strategy?
- 2 Define “Marketing Research”.
- 3 What are the characteristics of consumer behaviour?
- 4 What is market positioning?
- 5 Mention any 2 factors affecting pricing decisions of a firm.
- 6 Distinguish between wholesaler and retailer.
- 7 What do you mean by zero level channel of distribution?
- 8 List out the various advantages of online marketing.
- 9 Define “Geo Marketing”.
- 10 Write a short note on Call-to-Action Marketing.

**PART – B**

**Answer any FOUR questions (4 x 10 = 40 Marks)**

- 11 Explain the forces affecting marketing in the macro environment.
- 12 Why the SWOT Analysis is important for a new business?
- 13 Explain the types of Buying Decision Behaviour.
- 14 Describe the stages in the ‘Product Life Cycle’.
- 15 Illustrate the components of a marketing information system.
- 16 Explain the role of marketing in Supply Chain Management.
- 17 Describe the porter’s competitive strategies with illustrations.

**PART – C**

**Answer any TWO questions (2 x 20 = 40 Marks)**

- 18 Prepare an Integrated Marketing Plan for any one product or services of your own.
- 19 Elucidate the Product Mix Pricing Strategies and Price Adjustment Strategies with suitable examples.
- 20 Discuss the functions of wholesaling and retailing.
- 21 Elaborate the market leader strategies and market challenger strategies in detail.

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