



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2013

BU 3503 – PRINCIPLES OF MARKETING

Date : 08/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10x2 =20)

1. What is called as Strategic Marketing?
2. State any three differences between Marketing and Selling?
3. Explain Target Audience?
4. Define Product Line?
5. State any four objectives of Pricing Policy?
6. Explain Direct Marketing Channel?
7. Define AIDA?
8. Explain the term publicity?
9. What is called as Niche Market Strategy?
10. Name any four sources from which we can get Business Idea?

PART - B

Answer any FIVE questions:

(5x8=40)

11. Explain the importance of Marketing?
12. Elaborate the concepts Demarketing, Remarketing, Social Marketing?
13. Explain in detail the functions of packaging?
14. Briefly explain Product Classifications?
15. Give an account of various Marketing Intermediaries?
16. Give an account of various factors to be considered in selection of distribution channel?
17. Explain the steps involved in designing competitive intelligence system?
18. Bring out the difference between Advertising and Sales Promotion?

PART - C

Answer any TWO questions:

(2x20=40)

19. Briefly explain Market Leader and Market Challenger Strategies?
20. Explain different kinds of Pricing?
21. Explain various types of Marketing Environment?

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