



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2014

BU 3503 - PRINCIPLES OF MARKETING

Date : 03/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer ALL of the following:

(10x2=20)

1. Define Market.
2. Explain “Branding”
3. What is Market segmentation?
4. What is consumer behavior?
5. Explain “Labeling”
6. What is Penetration Pricing?
7. Write any two objectives of promotion.
8. Who is a retailer?
9. What is Market Myopia?
10. Explain competitor orientation.

SECTION-B

Answer any FOUR questions:

(4x10=40)

11. Explain the different kinds of markets.
12. What is Packaging? Explain its role and importance in Marketing.
13. What are the factors affecting price of a product?
14. What is Distribution channel? What are the importance of distribution channel?
15. List out and explain any four kinds of pricing.
16. Explain the function of middle men.
17. Explain the approaches to Marketing strategies.

SECTION -C

Answer any TWO questions:

(2x20=40)

18. Describe the controllable and uncontrollable forces in marketing environment.
19. Describe the methods of market segmentation.
20. What is product life cycle? Explain the stages of product life cycle with examples.
21. Explain the Michael Porter’s Competitive Advantage Model and discuss the Market challenger’s Strategies.

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