



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2016

BU 3503 – PRINCIPLES OF MARKETING

Date: 08-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION-A

Answer ALL of the Following

(10x2=20)

1. Define Capital Market.
2. Explain Consumer Markets.
3. What is meant by AIDA?
4. Name any three functions of Packaging.
5. Define Brand Loyalty.
6. Explain Consumerism.
7. Whom we call as Peer Group?
8. Explain FOB Pricing.
9. Who is called as Sender in communication?
10. Define competitive Advantage.

SECTION –B

Answer any FOUR of the Following:

(4x10=40)

11. Explain in detail about Social Marketing.
12. Why we need Product Diversification and Modification?
13. Explain about various middlemen participating in channel function.
14. Briefly explain factors influencing change in Product Mix.
15. Explain Marketing Communication Process and its elements.
16. Bring out the advantages of Sales Promotion.
17. How will you analyse competitors?

SECTION-C

Answer any Two of the Following:

(2x20=40)

18. Briefly explain classification of Brands with an example.
19. Explain factors influencing Channel Decisions.
20. Give an account of various tools used for Public Relations.
21. Explain a Model of competitive advantage and explain the Market Challenger Strategies.
