

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2018

17/16UBU3MC02– PRINCIPLES OF MARKETING

Date: 25-10-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all the questions

(10 x 2 = 20)

1. What is Marketing?
2. What do you mean by Product Positioning?
3. What do you mean by Product life cycle?
4. What is Franchise?
5. What do you mean by Public relations?
6. Write a short note on Benchmarking.
7. What is market niche?
8. What are the 4 P's and 4 C's of Marketing mix?
9. Differentiate a Product and a service.
10. What do you mean by Market Skimming Pricing?

PART – B

Answer any FOUR questions

(4 x 10 = 40)

11. What is Marketing Research? and Outline the steps in the marketing research process.
12. What is meant by Market Segmentation? and Give the requirements for effective segmentation.
13. What is Marketing Channel? and Give its nature and importance.
14. What is Wholesaling? and Why are wholesalers important to sellers?
15. What is Packing and Packaging? and Give the functions of package.
16. Brief the factors that influence the Pricing decisions.
17. Explain the basic Competitive Strategies.

PART – C

Answer any TWO questions

(2 x 20 = 40)

18. What is Micro and Macro Environment? and Explain the major actors of those.
19. Explain the factors that influence the Consumer Behaviour.
20. What is a Brand name? List down its functions and Give its advantages and disadvantages.
21. Discuss the steps in analyzing Competitors.
