

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2019

BU 3503 – PRINCIPLES OF MARKETING

Date: 31-10-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION – A

Answer ALL the questions:

(10x2 =20)

1. What you mean by Strategic Marketing?
2. State any differences between the Marketing vs Selling.
3. Describe the target audience.
4. Discuss the product line.
5. State any four objectives of Pricing Policy.
6. What is direct marketing channel?
7. Define direct marketing?
8. What is publicity?
9. What you mean by Niche Market Strategy?
10. Name any four sources from which we can get business idea?

SECTION - B

Answer any FOUR questions:

(4x10=40)

11. Explain the major importance of Marketing.
12. Elaborate the concepts Remarketing and Social Marketing.
13. Discuss the functions of packaging.
14. Briefly explain the Product classifications.
15. Describe of various marketing intermediaries.
16. Elucidate the steps involved in designing competitive intelligence system.
17. What are differences between Advertising and Sales Promotion.

SECTION - C

Answer any TWO questions:

(2x20=40)

18. Explain the Market Leader and Market Challenger Strategies in marketing?
19. Discuss the different kinds of Pricing?
20. Explain various types of Marketing Environment?
21. Explain the various factors to be considered in selection of distribution channel.