



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2022

UBU 3502 – PRINCIPLES OF MARKETING

Date: 26-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

1. Define the following: (5 x 1 = 5 Marks)

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|----|----------------------------------|----|-----|
| a) | Marketing Landscape. | K1 | CO1 |
| b) | Differentiation and Positioning. | K1 | CO1 |
| c) | Branding. | K1 | CO1 |
| d) | Marketing channel. | K1 | CO1 |
| e) | Geo Marketing. | K1 | CO1 |

2. Fill in the blanks: (5 x 1 = 5 Marks)

- | | | | |
|----|--|----|-----|
| a) | _____ is the study of how individual, groups or organisation select, buy, use and dispose ideas, goods and services to satisfy their need and wants. | K1 | CO1 |
| b) | _____ refers to activities a company undertakes to promote the buying or selling of a product or service. | K1 | CO1 |
| c) | A _____ is a featured word or image that is highlighted on a products packaging to encourage sales. | K1 | CO1 |
| d) | _____ is the optimization of a products creation and flow from raw material sourcing to production, logistics and delivery to the final customer. | K1 | CO1 |
| e) | _____ is the method of promoting products or services to new customers through referrals, usually word of mouth. | K1 | CO1 |

3. Match the following: (5 x 1 = 5 Marks)

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|----|----------------------|----------------|----|-----|
| a) | Sales promotion | 1. Newspaper | K2 | CO1 |
| b) | Advertising | 2. Warranties | K2 | CO1 |
| c) | Promotional pricing | 3. Offset | K2 | CO1 |
| d) | Geographical pricing | 4. Sample | K2 | CO1 |
| e) | Convenience goods | 5. Tooth paste | K2 | CO1 |

4. True or False: (5 x 1 = 5 Marks)

- | | | | |
|----|---|----|-----|
| a) | A customer is a person who buys goods or services from a shop or business. | K2 | CO1 |
| b) | Product positioning is the introduction of unique features to a product to ensure unique selling proposition. | K2 | CO1 |
| c) | Price is the amount of money that has to be paid to acquire a given product. | K2 | CO1 |
| d) | Peter Drucker is the father of modern marketing. | K2 | CO1 |
| e) | Marketing is a process which aims at profit making. | K2 | CO1 |

SECTION B

Answer any TWO of the following in 150 words (2 x 10 = 20 Marks)

5	Experiment the modern marketing concept. Explain how it differs from traditional concept.	K3	CO2
6	Apply the different criteria suitable for market segmentation.	K3	CO2
7	Identify the significance of personal selling and sales promotion in retaining customers for a long time.	K3	CO2
8	Experiment the importance of channel levels and channel members to promote and sell the product or service on behalf of the manufacturer.	K3	CO2

SECTION C

Answer any TWO of the following in 150 words (2 x 10 = 20 Marks)

9	Examine the internal and external considerations affecting pricing decisions.	K4	CO3
10	Analyse the steps in developing effective marketing communication.	K4	CO3
11	Infer the significance of advertising and public relations in increasing familiarity and trust between a company and its customers.	K4	CO3
12	Discover the strategies for a market leader to develop and defend market share.	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)

13	Inspect the ultimate objective of Logistics and supply chain management. Portray the role of logistics in supply chain management.	K5	CO4
14	Imagine how a good market challenger strategy and market Nicher strategies helps to build brand loyalty.	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)

15	Elaborate the main techniques of sales promotion.	K6	CO5
16	Visualise market follower strategies in the context of global scenario.	K6	CO5

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