



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – CORPORATE SEC.**

**SECOND SEMESTER – APRIL 2013**

**BC 2503 - FUNDAMENTALS OF MARKETING**

Date: 03/05/2013  
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART – A**

ANSWER ALL THE QUESTIONS:

(10x2=20)

1. What is marketing?
2. What is franchising?
3. What is direct marketing?
4. What is sales promotion?
5. Who is a consumer?
6. Define marketing mix.
7. Explain cluster sampling.
8. Write a note on social marketing.
9. What is meant by marketing ethics?
10. What is a brand?

**PART – B**

ANSWER ANY FIVE QUESTIONS:

(5x8=40)

11. Briefly explain the stages in the product life cycle.
12. What are the requisites of a good package?
13. Discuss the limitations of marketing research.
14. Explain AIDAS formula.
15. Explain clearly modern concept of marketing.
16. Discuss the various methods of market segmentation.
17. State the various classification of market.
18. State the importance of physical distribution system.

**PART – C**

ANSWER ANY TWO QUESTIONS:

(2x20=40)

19. Explain briefly the stages in new product development.
20. Illustrate and explain the factors that effect pricing decisions by a firm.
21. Examine the factors that should be considered in the selection of distribution channels.

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