

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2018

BC 2503– FUNDAMENTALS OF MARKETING

Date: 02-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10x2=20)

1. What is Market?
2. What is Marketing Mix?
3. What is Branding?
4. What is Packaging?
5. Define Price.
6. What is skimming pricing?
7. Who is a Retailer?
8. Write any two channel of distribution.
9. What are the objectives of promotion?
10. What is the need for communication?

PART – B

ANSWER ANY FOUR QUESTIONS

(4X10=40)

11. Discuss the elements of Marketing mix.
12. Briefly explain the controllable factors in marketing environment.
13. What are the kinds of Brands? Explain.
14. What are the functions of package?
15. Explain the pricing objectives.
16. What is the criteria for channel selection?
17. Explain the need for communication.

PART – C

ANSWER ANY TWO QUESTIONS

(2X20=40)

18. Explain briefly the stages in new product development.
19. Explain in detail the various kinds of pricing.
20. Explain in detail Market segmentation.
21. Examine the factors that should be considered in selection of distribution channel.
