



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2019

16UCO5MC02– PRINCIPLES OF MARKETING

Date: 16-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

ANSWER ALL THE QUESTIONS:

(10X2=20)

1. Define Marketing
2. What is Marketing Intelligence?
3. What is Marketing Environment?
4. Write a note on Market Information.
5. What is Market Targeting?
6. What is Product mix?
7. What do you mean by marketing communication Mix?
8. What is Sustainable Marketing?
9. What do you mean by rural marketing?
10. Define 'Packaging'.

SECTION-B

ANSWER ANY FOUR QUESTIONS

(4X10=40)

11. State the differences between Marketing and Selling.
12. Explain the process of Consumer Behaviour.
13. Explain the various components of marketing mix.
14. Explain the various stages of Product life cycle.
15. Explain the various steps in developing an effective Marketing Communication system.
16. State the merits and demerits of Digital Marketing.
17. Explain the Role of Marketing Ethics.

SECTION-C

ANSWER ANY TWO QUESTIONS

(2X20=40)

18. Explain the various kinds of Marketing Channels. State its merits & demerits.
19. What is pricing? Explain the different kinds of Pricing.
20. Write short notes on
 - a. Consumer oriented marketing
 - b. Consumer value marketing
21. What is Market Segmentation? Explain the various bases of Market Segmentation.

★★★★★★