



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – APRIL 2022

UBU 1301 – PRINCIPLES OF MARKETING

(19 & 20 BATCHES)

Date: 22-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No **Answer ALL questions** **(10 x 2 = 20 Marks)**

- 1 Define the term 'Marketing'.
- 2 What is marketing plan?
- 3 What is branding?
- 4 Mention the stages of product life cycle.
- 5 What are the objectives of pricing?
- 6 Define "Retailing".
- 7 Differentiate between advertisement and publicity.
- 8 List the steps in developing effective communication.
- 9 What are the elements of green marketing?
- 10 What is Referral Marketing?

PART – B

Answer any FOUR questions **(4 x 10 = 40 Marks)**

- 11 The 'marketing mix' is one of the major concepts in modern marketing. Justify the statement.
- 12 How would you classify the types of products?
- 13 Draft the new product development process.
- 14 Explain the factors influencing pricing.
- 15 Elucidate the Process of Communication.
- 16 Distinguish between wholesaling and retailing.
- 17 Examine the competitor analysis in assessing the market Competitor.

PART – C

Answer any TWO questions **(2 x 20 = 40 Marks)**

- 18 Briefly explain the factors of Micro and macroenvironment.
- 19 Illustrate the buying decision process in specific to automobile products.
- 20 Explain the various techniques of sales promotion in detail.
- 21 Discuss the different types of Social Media marketing used in business.
