

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

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

**SECOND SEMESTER – NOVEMBER 2015**

**BC 2503 - FUNDAMENTALS OF MARKETING**

Date : 12/09/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION A**

**Answer all the questions:**

**(10\*2=20)**

1. What is the object of Marketing?
2. Define Consumer Orientation.
3. What is Marketing Myopia?
4. What is a Product line?
5. What is a Trade Name?
6. What do you mean by Skimming Pricing?
7. What is Channels of Distribution referring to?
8. Define Market Segmentation.
9. What is the Promotion tools used in Marketing?
10. What are the types of Labels?

**SECTION B**

**Answer any FOUR questions:**

**(4\*10=40)**

11. Differentiate between marketing & selling.
12. Briefly explain the Marketing Concepts.
13. Explain the three main Pricing methods.
14. Discuss the Channel functions.
15. Explain the objectives of Promotion.
16. Write a note on Product mix with an example.
17. Explain the elements of Communication.

**SECTION C**

**Answer any TWO questions:**

**(2\*20=40)**

18. Discuss in detail the various functions of Marketing.
  19. Explain the different stages in Product Life Cycle with examples.
  20. Describe the various Sales Promotion Levels. Give its merits and demerits.
  21. Discuss the various methods of segmenting the market with suitable diagrams.
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