



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – NOVEMBER 2016

BC 2503 - FUNDAMENTALS OF MARKETING

Date: 14-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the questions.

(10x2=20)

1. Distinguish between Market and Marketing.
2. What is a generic product? Give examples.
3. List the requirements of labelling.
4. Give the meaning of “Publicity”.
5. State the advantages of direct marketing.
6. What are the legislations that affect pricing decisions?
7. Mention the objectives of communication.
8. Define “Consumer”
9. What is the need for middlemen?
10. Write a note on psychological pricing.

SECTION – B

Answer any FOUR questions.

(4x10=40)

11. How does the environmental factors affect the marketing of the product?
12. Explain the functions of packaging.
13. What are the factors to be considered while pricing consumer products?
14. Discuss the role and functions of physical distribution.
15. Write a note on
 - a) Personal selling
 - b) Sales promotion.
16. Enumerate the factors considered in Channel selection.
17. Explain the different stages in a product life cycle.

SECTION – C

Answer any TWO questions.

(2x20=40)

18. Discuss the important aspects of developing a new product.
19. Explain the various kinds of pricing.
20. Attempt to classify middlemen and explain their functions.
21. State the importance of communication in marketing. What are the steps in developing effective communication?
