



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.Sc., DEGREE EXAMINATION – ECONOMICS., ENGLISH, SOCIOLOGY., & STAT.

FOURTH SEMESTER – APRIL 2013

CO 4204/CO 4200 - PRINCIPLES OF MARKETING

Date: 29/04/2013
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer ALL the questions

(10 X 2 = 20)

1. What is marketing?
2. What are the Four P's of Marketing?
3. Define Market Segmentation.
4. What is demographic segmentation?
5. What is a product?
6. What are the sources of idea generation for a new product?
7. What is price?
8. State any four objectives of pricing.
9. What is 'Pull Strategy'?
10. State the objectives of promotion.

SECTION B

Answer any FIVE questions

(5 X 8 = 40)

11. Compare and contrast Marketing and Selling.
12. What is the role of marketing in economic development? Explain.
13. Explain the bases of consumer market segmentation.
14. What are the criteria to be satisfied while segmenting the market? Explain.
15. Explain the Product Life Cycle (PLC).
16. What are the internal factors that affect pricing decisions? Explain.
17. "Effective sales promotion is dependent upon excellent communication between the seller and the buyer." Comment.
18. The Indian economy is stated to be on its way to becoming service dominant. Give reasons for such trend and analyze its impact on marketing.

SECTION C

Answer any TWO questions

(2 X 20 = 40)

19. Define Advertising. Explain the importance of advertising to manufacturers, wholesalers & retailers, consumers, salesmen and to the Society.
20. Explain the steps involved in New Product Development.
21. For each of the following products, should the seller adopt a market-skimming or a market penetration pricing strategy? Support your decision in each of the following instances.
a) High-fashion dresses, b) An Exterior house paint, c) Long Lasting Ball point pen, d) A tablet that converts water into automobile fuel.
