

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2016

CO 5505 – PRINCIPLES OF MARKETING

Date: 03-05-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART A (10x2=20)

Answer ALL questions

1. Explain the process of marketing.
2. State a few differences between selling and marketing.
3. Write a short note on 'market segmentation'.
4. What are 'buying motives'?
5. Bring out a few features of 'consumer goods'.
6. "Discriminatory pricing, takes several forms". List a few of them.
7. Define 'Direct marketing channel'.
8. Enumerate a few features of 'marketing communicate mix'.
9. State a few principles of socially responsible marketing.
10. What are marketing ethics policies?

PART B (4x10=40)

Answer any FOUR questions

11. Elaborate the various approaches to the study of marketing.
12. What are the requirements for successful market segmentation?
13. Explain in brief the various environment factors affecting the marketing function.
14. What are the factors determining the product mix?
15. Enumerate the various characteristics of a good brand.
16. Before fixing the price, the management should decide the objectives of pricing. State it in briefly.
17. List and elaborate on the changes expected through socially responsible marketing.

PART C (2x20=40)

Answer any TWO questions

18. Describe the features & benefits of consumer market segmentation process. Comment on Targeting & Positioning strategies using examples.
19. Describe the factors that affect marketing mix (mm). What MM strategies help retain customers.
20. Describe the product life cycle. Critically analyse using examples.
21. Enumerate the various steps in developing an effective marketing communication campaign for a new product. Comment on how Promotion Budgets help in this process.

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