

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



**B.Sc.& B.A.DEGREE EXAMINATION –VISUAL COMMUNICATION& HISTORY**

**THIRD SEMESTER – APRIL 2018**

**CO 3207– PRINCIPLES OF MARKETING**

Date: 04-05-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer all the questions:**

**(10x2=20 Marks)**

1. Define 'Marketing'.
2. Explain the term 'Selling'.
3. What is Target Marketing?
4. What is Branding?
5. Define 'Service'.
6. What is Business Market?
7. What do you understand by Pricing?
8. What is advertising?
9. Define 'Public Relations'.
10. What is marketing ethics?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40 Marks)**

11. Explain the marketing mix elements.
12. Explain the various methods of market segmentation.
13. Enumerate the factors influencing consumer buying behaviour.
14. Explain the benefits of product packaging
15. Discuss the various reasons for a product failure.
16. Explain the importance of promotion.
17. Describe the functions of channel intermediaries.

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40 Marks)**

18. Discuss the various functions of marketing.
19. Explain the various methods of pricing.
20. Discuss the concept of PLC with relevant examples.
21. Illustrate some CSR activities initiated by Indian Companies

\*\*\*\*\*