

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – APRIL 2018

CO 5505– PRINCIPLES OF MARKETING

Date: 30-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A(10*2=20MARKS)

ANSWER ALL QUESTIONS

1. Define 'Marketing'.
2. What is 'Marketing plan'?
3. Mention a few examples of consumer products.
4. What is meant by Targeting?
5. What is Product Life Cycle?
6. Define Pricing.
7. What is Event Management?
8. What is 'Channel Behaviour'?
9. Define 'Marketing Ethics'.
10. What is 'Search Engine Management'?

SECTION-B(4*10=40MARKS)

ANSWER ANY FOUR QUESTIONS

11. What are the various factors determining Market mix?
12. Explain the different Marketing Management orientations.
13. Explain the various bases for Segmenting Markets.
14. What are the features of a good brand?
15. What are the various types of Channels of Distribution?
16. Comment on the steps in developing an effective marketing communication?
17. Explain the various kinds of Media.

SECTION-C(2*20=40MARKS)

ANSWER ANY TWO QUESTIONS

18. Write a detailed note on 'Marketing Information system'. Describe using example.
19. What is product positioning? Describe the various positioning strategies.How can it be planned.
20. Describe the different kinds of pricing.
21. Explain some 'Recent trends in Marketing' in detail.
