



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2019

CO 3100– PRINCIPLES OF MARKETING

Date: 13-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer any FOUR questions:

(4x10=40 Marks)

1. State the scope of marketing.
2. Explain the various criteria of market segmentation.
3. Enumerate the steps involved in business buying process.
4. Discuss the benefits of packaging.
5. Enlist and explain the factors influencing pricing.
6. Explain the techniques of sales promotion.
7. Describe the functions of middlemen
8. Mention the advantages of direct marketing

SECTION-C

Answer any THREE questions:

(3x20=60 Marks)

09. Elucidate the various macro environmental factors in detail.
10. Explain the types of pricing.
11. Discuss the various stages of product life cycle.
12. Identify and explain any two advertisements of your choice for its novelty.
13. Describe the methods of market segmentation
14. Enumerate the new trends in marketing

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