

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2022

16/17/18UCO5MC02 – PRINCIPLES OF MARKETING

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION-A

Answer all the questions:

(10 x 2 = 20 Marks)

1. What is societal marketing?
2. Define “Product”.
3. What do you understand by penetration pricing?
4. Define “Channel of distribution”.
5. Suggest any two advantages of advertising.
6. What do you understand by market segmentation?
7. Define the term “Consumer Behaviour”.
8. What is business market?
9. Identify any two benefits of packaging.
10. Explain the term “Viral marketing”.

SECTION-B

Answer any FOUR questions:

(4 x 10 = 40 Marks)

11. State the core concepts of modern marketing
12. Elucidate the macro environmental factors of marketing
13. Describe the various factors influencing pricing decision
14. Explain the factors influencing consumer behaviour
15. State the different stages of product life cycle
16. Describe the different channel levels with examples.
17. Identify the recent trends in marketing.

SECTION-C

Answer any TWO questions:

(2 x 20=40 Marks)

18. Explain the various elements of marketing mix.
19. Discuss the bases of segmenting the consumer markets.
20. Describe the different stages of new product development.
21. Analyse the different promotional tools available for the marketers.
