

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



**B.Com. DEGREE EXAMINATION – COMMERCE**

**THIRD SEMESTER – APRIL 2023**

**UCO 3503 – PRINCIPLES OF MARKETING**

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION-A**

(10 x 2 = 20 Marks)

**Answer all the questions:**

1. What is societal marketing?
2. Define “Product”.
3. What do you understand by penetration pricing?
4. Define “Retailing”.
5. Suggest any two advantages of advertising.
6. What do you understand by psychological segmentation?
7. Define the term “Consumer Behaviour”.
8. What is personal selling?
9. Identify any two benefits of labelling.
10. Explain the term “Digital marketing”.

**SECTION-B**

(4 x 10 = 40 Marks)

**Answer any FOUR questions:**

11. State the major limitations of modern marketing.
12. Elucidate the macro environmental factors of marketing
13. Describe the different methods of pricing.
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**

(2 x 20=40 Marks)

**Answer any TWO questions:**

18. Explain the core concepts of marketing with suitable examples.
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.

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