



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2014

CO 5505 - PRINCIPLES OF MARKETING

Date : 01/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Explain briefly each of the following terms /concepts/questions:

(10 X 2 =20)

1. Market Segmentation?
2. Promotion Mix?
3. Product Mix?
4. What is Branding?
5. Skimming pricing.
6. Define Marketing.
7. Marketing Information System?
8. What is business markets?
9. Penetration Pricing?
10. What is Marketing Intelligence?

SECTION - B

Answer any FOUR questions:

(4 X 10 = 40)

11. Explain how a marketer is socially responsible and ethical, using an illustrations.
12. What are the steps in developing an effective marketing communication?
13. Explain the key strategies in any two of the product life cycle stages.
14. Explain the different pricing policies.
15. Briefly comment on the various competitive positions a firm could hold.
16. What are the channel design decisions to be taken by a Marketer?
17. Describe the various types of consumer products in detail.

SECTION - C

Answer any TWO questions:

(2 X 20 =40)

18. What is pricing. Explain the various factors considered for pricing.
19. Describe the various stages in the New Product Development process.
20. Discuss in detail the various bases for segmenting consumer markets.
21. Describe the steps in analyzing competitors in a Market.

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