



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

**B.Sc., B.A. DEGREE EXAMINATION - VISUAL COMM. & HISTORY**

THIRD SEMESTER – NOVEMBER 2015

**CO 3207 - PRINCIPLES OF MARKETING**

Date : 12/11/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART - A**

Answer **ALL** the questions:

(10x2=20 marks)

1. Explain the term 'Market'.
2. Enlist the tools of marketing mix.
3. Explain the Engel's law in four lines.
4. What is 'Consumer Buyer Behavior'?
5. What is 'Brand Extension'?
6. What is 'Good – Value Pricing'?
7. Explain the term 'Value Delivery Network'.
8. Describe the term 'Viral Marketing' in a few lines.
9. What is advertising?
10. What is meant by the term consumerism?

**PART – B**

Answer any **FOUR** of the following questions:

(4x10=40 marks)

11. Describe the marketing research objectives in detail.
12. Enlist and explain the participants in the business buying process.
13. Explain the marketing targeting strategies.
14. Describe any five factors affecting price decisions.
15. Explain the types of advertising budget.
16. How do you assess competitors? Explain.
17. Explain any five social criticisms of marketing.

**PART – C**

Answer any **TWO** of the following questions:

(2x20= 40 marks)

18. Explain in detail the company's microenvironment.
19. Describe the marketing management orientation in detail.
20. Explain in detail the steps in New Product Development Process.
21. Describe any ten pricing strategies.

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