



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G.DEGREE EXAMINATION – HISTORY, B.COM.CORP., & VIS.COM.

THIRD SEMESTER – NOVEMBER 2017

CO 3207 - PRINCIPLES OF MARKETING

Date: 15-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Section – A

Answer **ALL** questions

(10x2= 20 Marks)

Briefly explain the following concepts in FIVE lines each.

1. Market
2. Micro environment
3. Core product
4. Relationship marketing
5. Consumer
6. Pull strategy
7. Supply chain
8. Advertisement
9. Market leader
10. Consumerism

Section – B

Answer any **FOUR** questions.

(4x10= 40 Marks)

11. What do you understand by marketing mix? Briefly explain.
12. Explain the concept of 'STP'.
13. Enumerate the stages in the buying decision process.
14. Explain the stages of product life cycle with example.
15. Elaborate on the various elements of promotional mix.
16. Identify the major social criticisms of marketing.
17. Explain the steps in competitor's analysis

Section C

Answer any **TWO** questions

(2x20 = 40 Marks)

18. Describe the elements of a company's macro environment and give an example.
19. Discuss the internal and external factors are affecting pricing decision.
20. What are the different marketing management orientations? Justify each of them with appropriate examples.
21. Brings out the steps in developing effective marketing communication.