

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – NOVEMBER 2018

16UCO5MC02– PRINCIPLES OF MARKETING

Date: 25-10-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all questions

(10 x 2 = 20)

1. Define “Marketing”.
2. What are the elements of the Marketing Mix?
3. What is a Market Segment?
4. What do you understand by the term Psychological pricing?
5. Define a Marketing Environment.
6. What is a consumer market?
7. What is Innovative marketing?
8. What is Event Management?
9. What is Market positioning?
10. Mention any two ethical practices that are to be followed in marketing.

PART – B

Answer any FOUR questions

(4 x 10 = 40)

11. Explain the process of Marketing.
12. Briefly explain the various customer retention strategies that can be adopted.
13. Explain the various stages in the life cycle of a product.
14. Describe the factors that determine the price of a product.
15. What are the different kinds of marketing channels that are available to distribute goods and services?
16. Explain the significance of Rural markets in India.
17. What are the characteristic features of digital Marketing? Explain.

PART – C

Answer any TWO questions

(2 x 20 = 40)

18. What is Market Segmentation? Explain the basis on which markets can be segmented. Give Examples.
19. Explain the steps involved in developing a new product.
20. What is marketing communication? Explain the steps that are involved in developing effective marketing communication.
21. What is the Promotion Mix? Explain with examples the various forms of Promotion.
