

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – NOVEMBER 2018

CO 5505– PRINCIPLES OF MARKETING

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

Dept. No.

Max. : 100 Marks

Section – A

(10 × 2 = 20 Marks)

Answer ALL the Questions

1. Define the term “ Market”
2. What is Marketing Mix?
3. Who is a Delcredere Agent?
4. What is Buyer Behaviour?
5. Define “Market Segmentation”.
6. What is Branding?
7. What is Prestige Pricing?
8. What is meant by Marketing Environment?
9. What is Advertising?
10. What is Social Media?

Section – B

(4 × 10 = 40 Marks)

Answer any FOUR Questions

11. What are the features of Modern Marketing?
12. What are the factors to be considered while selecting the channels of distribution?
13. What are the Advantages of Market Segmentation?
14. Explain the different kinds of Pricing?
15. What are the Advantages and Limitations of E-Marketing?
16. Explain the concepts of Marketing Environment.
17. What are the objectives of Advertising?

Section – C

(2 × 20 = 40 Marks)

Answer any TWO Questions

18. What are the functions of Marketing? Explain
19. Explain the various factors that determine Buyer Behaviour.
20. Explain the various stages involved in the development of a new products?
21. Discuss the Internal and External factors affecting Pricing Decision?
