

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2019

16/17UCO5MC02 – PRINCIPLES OF MARKETING

Date: 31-10-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION-A

ANSWER ALL THE QUESTIONS:

(10X2=20 marks)

1. Define Marketing Management.
2. What is marketing plan?
3. What is meant by Consumer behavior?
4. Define Market segmentation.
5. Write a short note on consumer markets.
6. State any two objectives of Pricing.
7. What is 'Branding'?
8. What is marketing communication mix?
9. What do you mean by 'Targeting'?
10. Write a note on Marketing Ethics.

SECTION-B

ANSWER ANY 4 QUESTIONS

(4X10=40marks)

11. Explain the various Customer Retention Strategies.
12. Explain the Consumer Buying Behavior Process.
13. Explain the various kinds of Pricing.
14. Explain the various steps in developing effective marketing communication.
15. Write a short note on
16. a. Consumer oriented marketing
b. Customer value marketing
17. Discuss the various external factors influencing marketing environment.
18. Explain the various basis for segmenting consumer markets.

SECTION-C

ANSWER ANY 2 QUESTIONS

(2X20=40 marks)

19. Explain the concept of product life cycle with illustrative examples
20. Describe the components of marketing mix.
21. Elucidate the various modern trends in Marketing.
22. Explain the various types of marketing channels with suitable examples.
