



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2022

17/18UCO5MC02 – PRINCIPLES OF MARKETING

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

Answer ALL Questions

(10 x 2 =20 marks)

1. Define “Product”.
2. Differentiate advertising from sales promotion.
3. What is business buying behaviour?
4. What do you understand by unsought goods?
5. Define “Marketing Environment”.
6. What is meant by market segmentation?
7. What is penetration pricing?
8. Outline any two benefits of personal selling.
9. What is e-mail marketing?
10. Mention any two advantages of one-level channel.

SECTION – B

Answer any FOUR questions

(4 x 10 =40 marks)

11. Critically examine the importance of marketing.
12. Explain the various methods of pricing.
13. State the different steps involved in consumer buying process.
14. Identify and explain the various levels of product and services.
15. Elucidate the various functions of channel of distribution.
16. Enumerate the different tools of sales promotion
17. Discuss the benefits of digital marketing.

SECTION – C

Answer any TWO questions

(2 x 20 =40 marks)

18. Elucidate the different components of marketing mix with examples.
19. Discuss the various factors affecting consumer buying behaviour with examples.
20. Explain in detail the different stages involved in new product development.
Describe the various factors involved in setting a price.
