



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.A.DEGREE EXAMINATION –ECONOMICS**

**FIFTH SEMESTER – APRIL 2019**

**16UEC5ES02– PRINCIPLES OF MARKETING**

Date: 24-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part A**

Answer any FIVE of the following, not exceeding 75 words:

5x 4 = 20Marks

1. Define Market.
2. What do you mean by Marketing Mix?
3. What is a Brand?
4. State the 8Ps in Marketing Mix.
5. Write a note on E-Commerce.
6. Define Advertising
7. What is Green marketing?

**Part B**

Answer any FOUR of the following, not exceeding 300 words:

4x 10 = 40Marks

8. Explain the features of a market.
9. Describe the importance of Marketing.
10. Explain SWOT analysis
11. Explain the objectives of pricing.
12. Describe the various types of advertising media.
13. Explain the Product Life Cycle.

**Part C**

Answer any TWO of the following, not exceeding 900 words:

2 x 20 = 40Marks

14. Elaborate the classification of markets.
15. Explain procedure for Product Identification.
16. Elaborate the various methods of pricing.
17. Explain the business models in E-Commerce.

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