



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – APRIL 2023

UCO 3503 – PRINCIPLES OF MARKETING

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ALL the Questions

1. Choose the right answer

(5 X 1 = 5)

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|----|---|----|-----|
| a) | Marketing Research acts as a _____ intelligence of marketing firms.
i) Economic ii) Financial iii) Commercial iv.) None of the above | K1 | CO1 |
| b) | Marketing is the world's _____ profession.
i) Oldest ii) Newest iii) Latest iv.) All of the above | K1 | CO1 |
| c) | _____ includes road transport and its applications.
i) Logistics ii) Shipment iii) Exports iv.) Marketing | K1 | CO1 |
| d) | _____ gives a distinctive and a separate identity to the product.
i) Strategic Marketing ii) Target Marketing iii) Export Marketing
iv.) Digital Marketing | K1 | CO1 |
| e) | _____ involves short terms incentives given by the sales team in order to promote the sale of the product in the market.
i) Advertising ii) Personal Selling iii) Sales Promotion iv.) Content marketing | K1 | CO1 |

2. Match the following

(5 x 1 =

5)

- | | | | | |
|----|-------------------|----------------------|----|-----|
| a) | Market | Distinct Name | K1 | CO1 |
| b) | Digital Marketing | Mercatus | K1 | CO1 |
| c) | Branding | Single Seller | K1 | CO1 |
| d) | Monopoly | Use of Digital Media | K1 | CO1 |
| e) | Registered brands | Trade Mark | K1 | CO1 |

3. True or False

(5 x 1 =

5)

- | | | | |
|----|---|----|-----|
| a) | Packaging is a silent salesman. | K2 | CO1 |
| b) | Market Segmentation divides the entire market into sub-markets. | K2 | CO1 |
| c) | Customer Relations Management aims at retaining customer. | K2 | CO1 |
| d) | Government policy is a controllable marketing factor. | K2 | CO1 |
| e) | Product, Price, Promotion and Place is called Strategies. | K2 | CO1 |

4.	Explain the following	(5 x 1 = 5)	
a)	Price	K2	CO1
b)	Labelling	K2	CO1
c)	e-Marketing	K2	CO1
d)	Product Line	K2	CO1
e)	Logos	K2	CO1

SECTION B

Answer any TWO of the following in 100 words **(2 x 10 = 20)**

5.	What is Marketing Research? Enumerate its process.	K3	CO2
6.	Discuss branding strategy in marketing.	K3	CO2
7.	Describe three levels of product with examples.	K3	CO2
8.	Define the consumer market and construct a simple model of consumer buyer behaviour.	K3	CO2

SECTION C

Answer any TWO of the following in 100 words **(2 x 10 = 20)**

9.	Describe the communication process and the steps involved in developing effective marketing communications.	K4	CO3
10.	Explain in detail the importance of channels of distribution.	K4	CO3
11.	Explain the stages of 'Product Life Cycle' with suitable examples.	K4	CO3
12.	What is Sales promotion? Discuss its growth as a short term consumer promotion tool.	K4	CO3

SECTION D

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

13.	"Marketing is creating customer value" – Explain with appropriate examples.	K5	CO4
14.	Enumerate the different kinds of pricing strategies in detail.	K5	CO4

SECTION E

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

15.	What are the major challenges of Online marketing with reference to Indian context? Elucidate with suitable examples.	K6	CO5
16.	Discuss in detail the Micro and Macro environmental forces that affect the company's ability to serve its customers.	K6	CO5

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