



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

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**THIRD SEMESTER – APRIL 2017**

**BU 3503- PRINCIPLES OF MARKETING**

Date: 03-05-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

Answer any **TEN** of the following:

**(10X2=20)**

1. Define the term ‘Marketing’.
2. What is business market?
3. Write short note on market segmentation.
4. What is target market?
5. Explain ‘Packaging’.
6. What is price discrimination?
7. What do you understand by channel of distribution?
8. What is promotion?
9. Write short notes on promotion budget.
10. Explain Competitor orientation.

**SECTION –B**

Answer any **FOUR** questions:

**(4x10=40)**

11. Explain in detail the controllable forces in marketing environment.
12. What is marketing mix? Describe its constituents and importance.
13. What are the major factors (internal and external) that should be taken into account in developing a price policy?
14. Explain the channels of distribution.
15. What are the factors affecting promotion mix?
16. What is Brand name? State its advantages.
17. Explain the various competitive positions a firm could hold.

**SECTION – C**

Answer any **TWO** questions

**(2x20=40)**

18. Describe the pre-marketing stage and post marketing stage in product life cycle.
19. Explain the kinds of pricing decisions.
20. Explain the methods of market segmentation.
21. What is Competitor Strategy? Explain in detail the approaches to Marketing strategies.

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