

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



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

**THIRD SEMESTER – APRIL 2018**

**BU 3503– PRINCIPLES OF MARKETING**

Date: 07-05-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20Marks)**

1. What do you mean by market segmentation?
2. List out the different product levels.
3. What do you mean by Labelling?
4. Define marketing mix.
5. What is direct marketing?
6. What is penetration pricing
7. What do you understand by the term 'brand equity'?
8. What is 'push strategy'?
9. What is niche marketing?
10. What do you mean by a new product development?

**SECTION B**

**ANSWER ANY FIVE OF THE QUESTIONS**

**(5 X 8 = 40Marks)**

11. Discuss the different kinds of pricing
12. Highlight the important decisions in the development and marketing of individual products and services
13. Explain briefly the elements of marketing mix.
14. Explain the different stages of product life cycle.
15. What are the steps involved in developing an effective communication?
16. What are the rights of wholesalesand retailers?
17. Explain the various sales promotion tools.
18. Discuss the different steps involved in competitor analysis

**SECTION C**

**ANSWER ANY TWO OF THE QUESTIONS**

**(2 X 20 = 40Marks)**

19. Discuss the factors that would affect the marketing environment of a business.
20. Explain in detail the new product development strategies.
21. Discuss the procedure for price determination

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