



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FIRST SEMESTER – APRIL 2025

UBU1AR01 – PRINCIPLES OF MARKETING



Date: 10-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	Classify the 7C's of service marketing.	
2		How does market segmentation enhance customer satisfaction?	
3		List any two difference between Branding and Labelling.	
4		Recall any four importance of Marketing Channel.	
5		Give any two difference between Advertising and Sales promotion.	
6	K2	Define Market Myopia.	
7		Describe the concept of targeting a market niche.	
8		Define Packaging.	
9		List any four objectives of pricing strategies.	
10		Why is Competitor Analysis important in promotion?	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Analyse the various characteristics of Marketing. [OR]	
12		Explain the characteristics of consumer behavior in purchase decisions.	
13		Examine how does businesses use the different levels of a product to differentiate themselves from competitors. [OR]	
14		Summarize on the various types of pricing strategies.	
15	K4	How does advertising contribute to brand awareness and customer acquisition? [OR]	
16		Describe the key functions of packaging in Marketing	
17		Explain in detail the stages of new product development process. [OR]	
18		Compare the motivation factors of business market and consumer market affecting buying decisions.	

SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Explain micro and macro environment influence a company's marketing decisions. [OR]	
20		Discuss the types of buying decision behavior, and how do they differ in terms of complexity and involvement?	
21	K6	Formulate the different levels of marketing channels and its impact on effective distribution. [OR]	
22		Compile how promotion is essential for achieving marketing objectives and enhancing customer engagement?	

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