



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

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

**THIRD SEMESTER – NOVEMBER 2017**

**BU 3503 – PRINCIPLES OF MARKETING**

Date: 07-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

**ANSWER ALL THE QUESTIONS:**

**(10 x 2 = 20)**

1. Define Marketing
2. What do you mean by Marketing Mix?
3. What is Marketing Segmentation?
4. What is Packaging?
5. Write a note on Marketing Channels.
6. Define Pricing.
7. What is Promotional Mix?
8. What do you mean by communication process?
9. Write a note on Niche Marketing.
10. What is Market Leadership?

**PART – B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10 = 40)**

11. Explain the functions of Marketing Management.
12. What are the bases of Marketing Segmentation?
13. State the objectives of promotion and the give differences between advertising and promotion.
14. What are the approaches of marketing strategies?
15. Explain the internal factors and external factors affecting the pricing.
16. Differentiate between Consumer market and Business market.
17. What are the stages in the New Product Development? Explain.

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Briefly explain the different types of Pricing.
19. What is Competitive Advantage? Explain the Michael Porter's Competitive Advantage Model and State why it is important to have competitive advantage?
20. Explain briefly the steps in developing effective communication.
21. What is product mix? Explain the types of product life cycle with diagrammatical presentation and write the strategies of product mix.

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