



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – HONOURS

THIRD SEMESTER – APRIL 2025

UBH 3504 – PRINCIPLES OF MARKETING



Date: 26-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. True or False

- a) Marketing is all about achieving high sales volume.
- b) The natural environment includes factors such as climate change, resource availability, and environmental regulations.
- c) Product depth refers to the number of variants of a particular product within a product line
- d) Channel design is concerned only with the selection of channel members, not with their management or relationships
- e) Email marketing remains an effective strategy for engaging and nurturing leads.

2. MCQ

- a) Stew Leonard says that
Rule 1: Customer is always _____ and if customer is wrong, then reread the Rule 1
a) Right b) Wrong c) Loyal d) Dissatisfied.
- b) Which of the following best defines "positioning" in marketing?
 - a) Placing the product in stores.
 - b) Developing the price of the product.
 - c) Designing a unique place for the product in the minds of target customers.
 - d) Deciding on the promotional strategies.
- c) Which of the following is true about "brand equity"?
 - a) It refers to the financial value of the brand.
 - b) It is the price at which a brand can be sold.
 - c) It is the value derived from customer perception of the brand.
 - d) It is the cost incurred in brand promotion.
- d) Which distribution strategy involves selling a product through as many outlets as possible?
 - a) Selective distribution
 - b) Intensive distribution
 - c) Exclusive distribution
 - d) Niche distribution

e)	What is the primary objective of "Search Engine Optimization" (SEO) in digital marketing? a) To create viral content b) To improve a website's visibility in search engine results c) To design user-friendly websites d) To run paid advertising campaigns
SECTION A - K2 (CO1)	
Answer ALL the Questions (10 x 1 = 10)	
3.	Fill in the blanks
a)	Customer _____ is crucial for long-term profitability because loyal customers tend to make repeat purchases and refer new customers.
b)	In the consumer market, purchasing decisions are influenced by culture, social class, and _____.
c)	_____ pricing is used when a company sets prices based on the demand for the product and adjusts them according to various factors, like time of day or season.
d)	_____ activity of promotion mix includes discounts, coupons and free samples.
e)	_____ marketing uses platforms like Facebook, Instagram to promote products and engage with customers.
4.	Definitions
a)	Customer Perceived Value.
b)	Modified rebuy.
c)	Good value pricing.
d)	Direct Marketing.
e)	Marketing Ethics.
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Explain the importance of understanding the needs and wants of a customer in marketing concept.
6.	Elucidate the significance of a sense of mission marketing in contemporary business practices.
7.	Highlight the barriers to adopt the sustainable marketing in India.
8.	Describe the functions of the marketing channel.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Distinguish Societal marketing concept from marketing concept.
10.	Determine the bases for segmenting a consumer market.
11.	Examine the new product development strategy for a convenience product.
12.	Analyse the role of social media in marketing a product.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Examine the factors which affects the consumer buying behaviour.
14.	Evaluate the steps involved in developing an effective marketing communication.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Construct an integrated pricing strategy for a new sustainable product of your choice.
16.	‘Building right relationship with right customers is crucial for a marketer’ – Comment.
