LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – HONOURS

THIRD SEMESTER – NOVEMBER 2023

UBH 3504 – PRINCIPLES OF MARKETING

Date: 31-10-2023   Dept. No.   Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

	SECTION A - K1 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
1.	**Definitions**.	
a)	Marketing Process	
b)	Derived Demand	
c)	Convenience Product	
d)	Marketing Channel	
e)	Customer Value Marketing	
2.	**Fill in the blanks**.	
a)	_____ is the mistake of paying more attention to the specific products a company offers than to the benefits and experience produced by these products.	
b)	_____ environment of marketing is concerned about the study of population.	
c)	_____ buy goods and services for further processing or to use in their production process.	
d)	_____ is extending an existing brand name to new product categories.	
e)	_____ marketing channel contains one or more intermediary levels.	
	SECTION A - K2 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
3.	**Match the following**.	
a)	Strangers - High-Profit potential and short-term loyalty	
b)	Butterflies - High-profit potential and long-term loyalty	
c)	True friends - Low-profit potential and short-term loyalty	
d)	Cash Cows - Low-profit potential with Long-term loyalty	
e)	Barnacles - Low-Market growth and high-market share	
4.	**True or False**.	
a)	Marketing means Selling or Advertising.	
b)	Customer satisfaction is the key to achieving customer retention.	
c)	The maturity stage is the last stage of the product life cycle.	
d)	A push strategy involves hefty spending on advertising to stimulate purchasing decisions.	
e)	Marketing ethics encompasses both legal compliance and moral considerations.	
	SECTION B - K3 (CO2)	
	Answer any TWO of the following in 100 words each.	**(2 x 10 = 20)**
5.	Explain the elements of the marketing mix.	
6.	Bring out the significance of Digital marketing.	
7.	Illustrate various levels of product with adequate examples.	
8.	Prepare a promotion budget for an FMCG-based product using the competitive parity method.	

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each. **(2 x 10 = 20)**

9.	Distinguish between Sales and Marketing.
10.	Analyse the macro-environmental factors that affect a company's ability to serve its customers.
11.	Examine the significance of Rural marketing in India.
12.	Outline and infer the factors involved in determining the price of the product.

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

13.	Critically evaluate the steps involved in consumer buying decisions.
14.	Summarize the key functions of the marketing channels.

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

15.	Create an integrated pricing strategy for any one of the existing products in the market and justify the chosen strategy with reasons.
16.	Develop an STP strategy for an innovative product of your choice.

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