



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FIRST SEMESTER – NOVEMBER 2024

UBU 1301 – PRINCIPLES OF MARKETING



Date: 20-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

- a) Marketing
- b) Consumer Behaviour
- c) Product
- d) Supply Chain Management
- e) Geo Marketing

2. Fill in the blanks

- a) The _____ is encompasses all the internal and external factors that drive and influence an organization's marketing activities.
- b) _____ is the process of identifying and reaching out to a specific group of potential customers.
- c) The process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds is _____.
- d) _____ is how information will be disseminated to the public, and especially the media.
- e) _____ marketing is word-of-mouth and social media to increase a product or service's popularity.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. MCQ

- a) SWOT is
 - I. Strength, Weakness, Opportunity, Threat
 - II. Strength, Wealth, Organization, Target
 - III. Security, Welfare, Outsource, Tests
 - IV. Seller, Wealth, Ownership, Transfer
- b) The place you want your brand or product to have within a particular target market
 - I. Target Market
 - II. Marketing Channels
 - III. Positioning
 - IV. Labeling
- c) It contains, protects, preserves, transports, informs, and sells.
 - I. Branding
 - II. Packaging
 - III. Segmenting

	IV. Promoting
--	---------------

d)	The form of marketing that uses the internet and technology to connect with potential customers. I. Digital Marketing II. Inbound Marketing III. Call - to - Action Marketing IV. Buzz Marketing
e)	A process of evaluating your competitors' strategies, strengths, and weaknesses to help you create a more effective business strategy is I. Competitor Analysis II. Positioning III. Cost Leadership IV. Environmental Scanning
4.	Match the Following
a)	Collection of Data - Product
b)	Heterogeneous to Homogeneous - Wholesaling
c)	Core and Potential Level - Influencer Marketing
d)	Breaking the Bulk - Market Segmentation
e)	Collaboration with Individuals - Marketing Research
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Classify the types of Market.
6.	Interpret the Buyer Decision Process.
7.	Demonstrate Product Life Cycle.
8.	Evaluate the types of Retailing.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Explain the 7C's of Marketing Mix.
10.	Analyze the bases of Market Segmentation.
11.	Identify the Pricing Objectives.
12.	Infer how online Marketing helps the economy.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Evaluate the steps involved in Marketing Research.
14.	Summarize the requirements for Effective Market Segmentation.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Construct the New Product Development Process.
16.	Formulate the techniques of Sales Promotion.

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$