



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2024

UBU 3502 – PRINCIPLES OF MARKETING



Date: 12-11-2024

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. Answer the following

- a) Define Marketing.
- b) Meaning of consumer market.
- c) What is mean by Labeling?
- d) Define Logistics.
- e) Referral Marketing.

2. MCQ

- a) The micro environment _____
 - a) Economic conditions
 - b) Competitors
 - c) Technological factors
 - d) Legal regulations
- b) _____ Stage involves consumers comparing options.
 - a) Purchase decision
 - b) Post-purchase evaluation
 - c) Need recognition
 - d) Information search
- c) **Which level of a product refers to the core benefit it provides?**
 - a) Actual product
 - b) Augmented product
 - c) Core benefit
 - d) Generic product
- d) _____ level of a marketing channel involves the direct sale from producers to consumers.
 - a) Indirect channel
 - b) Direct channel
 - c) Multi-channel
 - d) Hybrid channel
- e) **Buzz marketing primarily relies on _____**
 - a) Creating word-of-mouth excitement
 - b) Direct advertising
 - c) Paid endorsements
 - d) Mass media campaigns

SECTION A - K2 (CO1)**Answer ALL the Questions****(10 x 1 = 10)****3 Match the following**

- a) Macro Environment - Strong brand loyalty
- b) Positioning - External Factors
- c) Specialty products - Prompting consumers
- d) Sales Promotion - Minds of consumers
- e) Call-to-action marketing - Strategies and tactics.

4. True or False

- a) Marketing research is only concerned with quantitative data.
- b) Business buyers are typically more emotional in their purchasing decisions than consumer buyers.
- c) Price adjustments can be used to respond to changes in market demand.
- d) The marketing information model is essential for understanding customer needs and preferences.
- e) Competitive strategies can vary greatly depending on the company's market position.

SECTION B - K3 (CO2)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

- 5. Developing Marketing Information and Marketing Research.
- 6. Explain the various stages in buyer decision process with a suitable example.
- 7. Examine the stages involved in the New Product Development Process.
- 8. Identify and describe the different levels of marketing channels. Provide examples for each level.

SECTION C – K4 (CO3)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

- 9. Examine the marketing mix is a crucial framework in marketing strategy.
- 10. List and describe the key requirements for effective market segmentation.
- 11. Compare and contrast advertising and public relations. How do they contribute to a company's marketing communication strategy?
- 12. Analyse the different types of competitive strategies. How do these strategies align with a company's market position?

SECTION D – K5 (CO4)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

- 13. **Explain the concept of marketing. Why is it essential for businesses to understand different types of marketing?**
- 14. Estimate the challenges businesses face when implementing product mix pricing strategies. How can they overcome these challenges?

SECTION E – K6 (CO5)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

- 15. Elaborate the changing marketing landscape in the 21st century.
- 16. Formulate the future trends in product and service classification. How might technology and changing consumer behaviors affect these classifications?

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