



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FIRST SEMESTER – NOVEMBER 2024

UBU1AR01 – PRINCIPLES OF MARKETING



Date: 20-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

## SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	What do you understand by marketing concepts?	
2		Classify the primary factors influencing consumer behavior?	
3		Describe a product with an example.	
4		List the various factors affecting pricing.	
5		'Promotion is an important tool in Marketing' - Comment.	
6	K2	Outline the various characteristics of marketing.	
7		How do business markets differ from consumer markets in terms of buying behavior?	
8		What are the various levels of a product?	
9		Compare between wholesaling and retailing.	
10		Why is communication important in Marketing?	

## SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Elaborate the marketing process with a flow chart. [OR]	
12		Examine the various concepts and benefits in Marketing segmentation.	
13		Categories the types of products with examples. [OR]	
14		What are the key considerations that a business must take into account when setting up prices for their products or services?	
15	K4	Illustrate a brief note on Personal selling. [OR]	
16		Compare and Contrast between Targeting and Positioning.	
17		Outline Product Life Cycle (PLC) and Elaborate its various stages. [OR]	
18		Demonstrate the factors that influence the final purchase decision, in choosing among alternatives.	

## SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Construct Marketing Mix with an example from manufacturing sector. [OR]	
20		Assess the various types of promotion.	
21	K6	Elaborate the various types of Pricing strategies in Marketing. [OR]	
22		Recommend the benefits and challenges of different channel members.	

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