LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **VISUAL COMMUNICATION**

THIRD SEMESTER – **APRIL 2012**

# CO 3100 / 3103 – PRINCIPLES OF MARKETING

Date : 23-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

SECTION A

Answer all the questions: 10 x 2 = 20

1. What is marketing mix?
2. What is economic environment?
3. What is demographic segmentation?
4. What is Exploratory Research?
5. Who are advertising buyers?
6. What is duplication?
7. What is product branding?
8. What is pricing for market share?
9. What is personal selling?
10. What is corporate social responsibility?

SECTION B

Answer any five questions: 5 x 8 = 40

1. Explain the role of marketing in Economic Development.
2. What are the benefits of segmentation?
3. What are the unique problems of Indian consumers?
4. Explain the communication process in advertising.
5. Explain the different types of promotional activities.
6. What are the functions of marketing channels?
7. Explain the marketing problems faced by the small scale sector.
8. Differentiate between primary data and secondary data.

SECTION C

Answer any two questions: 2 x 20 = 40

1. Explain the four P’s of marketing with examples.
2. Explain the concept of micro and macro environment.
3. Explain the five phases in the product life cycle.

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