



**LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – ALLIED**

**THIRD SEMESTER – APRIL 2025**

**CO 3207 – PRINCIPLES OF MARKETING**



Date: 10-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION A**

**Answer ANY FOUR of the following**

**(4 x 10 = 40 Marks)**

1. Explain the Product-Market expansion grid and describe its growth strategies.
2. Describe the key steps in the development of an effective marketing communication process.
3. Enumerate the various objectives a company considers while setting the price of a product.
4. Outline the steps in creating an effective marketing communication plan.
5. Illustrate on the various tools used in marketing with examples.
6. Explain the marketing targeting strategies followed by marketers to sell their products.
7. Discuss on the ethical issues to be followed in marketing.
8. What are the various competitive positions in marketing? Explain each position with suitable examples.

**SECTION B**

**Answer ANY THREE of the following**

**(3 x 20 = 60 Marks)**

9. Explain in detail the stages of a new product development process and their significance.
10. Discuss the different types of buying decision behaviour and analyse the stages involved in the buyer decision-making process.
11. Elaborate on the micro and macro environmental factors affecting business operations, with suitable examples.
12. Discuss the different bases involved in the segmentation of consumer markets with relevant examples.
13. Explain the various types of pricing methods used in marketing and provide examples for each.
14. Describe the marketing management orientation and analyse their impact on business strategy.

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