



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – APRIL 2025

UCO 3503 – PRINCIPLES OF MARKETING



Date: 07-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Fill in the blanks

- _____ is the process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviour.
- A _____ can target everyone in a market with the same product using undifferentiated marketing.
- _____ pricing is a pricing strategy where a product is introduced at a low price to gain market share quickly.
- _____ is a name, term, design, symbol, or other feature that distinguishes one seller's goods or services from those of others.
- _____ marketing is the practice of using platforms like Facebook, Instagram, Twitter and LinkedIn to promote products, engage customers, and build brand loyalty.

2. True or False

- Target market is the specific group of consumers at which a company aims its products and services.
- Market research is useful for large business only, not for small or medium-sized enterprises.
- Pricing strategies do not affect consumer perceptions of value.
- The primary objective of promotion is to increase awareness and persuade potential customers to buy a product.
- Email marketing has become obsolete and is no longer effective in driving conversions.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- Demarketing - Let the Buyer Beware
- Caveat Emptor - Russell H Colley
- AIDA - Reduce Consumption of Product
- DAGMAR - Philip Kotler
- Modern Marketing - Marketing Model to Reach Target Customer

4. Write a short note on the following

- Marketing Myopia
- Market Intelligence
- Product Mix
- Personal Selling
- SEM

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each. (2 x 10 = 20)

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|----|--|
| 5. | Define Marketing. What are the importance of Marketing? |
| 6. | Explain the process of consumer buying decisions. |
| 7. | Define Branding. Discuss the various Branding Strategies. |
| 8. | What is Communication Mix? Explain in detail the Process of Communication. |

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each. (2 x 10 = 20)

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| 9. | Explain the social media marketing in the modern era. |
| 10. | Explain the 4 Ps of Marketing Mix. |
| 11. | Explain the different stages of Product life cycle. |
| 12. | Explain the various bases of segmentation for consumer market. |

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words (1 x 20 = 20)

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|-----|---|
| 13. | Define Marketing Environment. Explain the Micro and Macro environment factors that affect the customer's choice of product. |
| 14. | Explain in detail the various Pricing Strategies that can be adopted in the different markets with suitable examples. |

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words (1 x 20 = 20)

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|-----|---|
| 15. | Explain the various Channels of Distribution for the different types of participants in the market. |
| 16. | Explain in detail the Recent Marketing Trends and Innovation in Modern Marketing. |

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