



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., B.A. DEGREE EXAMINATION – VISUAL COM., HISTORY

THIRD SEMESTER – NOVEMBER 2014

CO 3207 - PRINCIPLES OF MARKETING

Date : 08/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer all the questions:

(10x2=20 marks)

1. What is customer relationship management?
2. Explain the term 'value delivery network'.
3. What is derived demand?
4. What is break – even analysis?
5. Explain the 'objective and task method'.
6. Explain the term 'product'.
7. Who are deciders?
8. What is meant by order – routine specification?
9. Explain the term 'niche marketing'.
10. What is a buying centre?

PART B

Answer any four of the following:

(4x10=40 marks)

11. Describe the four tools of marketing.
12. Enumerate and explain the various competitive positions.
13. Explain any five ethical issues in marketing.
14. Describe the objectives of pricing.
15. What are the types of buying decision behavior? Explain.
16. Explain the product\market expansion grid.
17. Explain the steps in developing effective marketing communication.

PART C

Answer any two of the following:

(2x20=40 marks)

18. Explain the marketing process in detail.
19. Describe the stages in new product development.
20. Explain the micro and macro environment in detail.
21. Describe the basis for segmenting consumer markets.
