LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034		
B.A. DEGREE EXAMINATION – ECONOMICS		
	FOURTH SEMESTER – APRIL 2022	
UEC 4603 – PRINCIPLES OF MARKETING		
	Date: 23-06-2022 Dept. No. Time: 09:00 AM - 12:00 NOON	Max. : 100 Marks
SECTION – A		
Answer any FIVE questions in about 75 words each. (5 x 4 = 20 marks)		
	Define marketing.	
2.	Write a short note on SWOT analysis.	
3.	List out the 7Ps of marketing mix.	
4.	What are the features of Product?	
5.	What is meant by E-marketing?	
6.	What is Product line?	
7.	Distinguish between Public Relations and Publicity in Marketing.	
SECTION – B		
A	nswer any FOUR questions in about 250 words each.	(4 x 10 = 40 marks)
8.	Describe the internal environment of the organization.	
9.	Briefly explain the importance of marketing mix.	
10. Explain the significance of pricing and factors affecting pricing decisions.		
11. Elucidate the various promotional strategies.		
12	2. Write short note on (a) E-commerce (b) E-Marketing (c) E-retailing.	
13. Bring out the various functions of marketing.		
14	1. Illustrate the PEST analysis.	
SECTION – C		
A	nswer any TWO questions in about 900 words each. (2	x 20 = 40 marks)
15. Elaborate the various classification of markets and the difference between marketing and selling.		
16. Elaborate the significance of environmental analysis and the external factors determining the		
	marketing environment.	
17. Analyse the marketing strategies implemented at different stages of Product Life Cycle.		
18. Elucidate the recent marketing techniques with their merits and limitations.		
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