



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

FOURTH SEMESTER – APRIL 2025

UEC 4603 – PRINCIPLES OF MARKETING



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Multiple Choice Questions :

- a) What is the primary function of marketing?
 a) Selling c) Production
 b) Distribution d) Consumer Satisfaction
- b) At this stage of Product Life Cycle the sales are at the peak and further increase is not possible.
 a) Decline c) Increasing
 b) Saturation d) None of the above
- c) is a specific term that refers to a group of products closely related either by their similar functionality, target customer groups, or marketing channels?
 a) Product Mix c) Product attributes
 b) Product Line d) Product design
- d) SWOT analysis includes all the following except:
 a) Strengths b) Weaknesses
 c) Opportunities d) Transactions
- e) What is the term for the marketing of products that are assumed to be environmentally safe?
 a) Green Marketing c) None of the above
 b) Marketing mix d) Green product

2. Match the following

- a) Marketing Mix i) Image-building activities
 b) SWOT ii) Online buying and selling
 c) E-commerce iii) Product, Price, Promotion, Place
 d) PLC iv) Strengths, Weaknesses, Opportunities, Threats
 e) Public Relations v) Introduction, Growth, Maturity, Decline

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

- a) _____ is the process of identifying and satisfying consumer needs.
- b) The full form of PEST in environmental analysis is _____.
- c) _____ is a pricing strategy where the price is set low to attract customers
- d) The last stage of the product life cycle is _____.
- e) _____ marketing refers to online buying and selling of goods and services.

4. Answer the following

- a) The concept of Marketing and selling are the same.
- b) SWOT analysis helps in understanding both internal and external business environments.
- c) The promotion mix includes only advertising and sales promotion.
- d) Green marketing promotes environmentally friendly products.
- e) Distribution strategy is not important strategy for marketing.

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 and explain its importance. |
| 6. | Discuss the significance of environmental analysis in marketing. |
| 7. | State and explain the objectives of pricing decisions? |
| 8. | Explain the concept of the marketing mix. |

SECTION C – K4 (CO3)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

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| 9. | Define and differentiate between E-commerce and E-marketing. |
| 10. | Discuss the various objectives a company may pursue when setting prices. |
| 11. | Explain the SWOT and PEST methods of market environment analysis. |
| 12. | Elucidate on recent trends in the field of marketing. |

SECTION D – K5 (CO4)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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| 13. | Sketch and explain the various phases of a product life cycle. |
| 14. | Illustrate marketing mix and show how it plays a crucial role for effective marketing decisions. |

SECTION E – K6 (CO5)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

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| 15. | Explain the need and importance of environmental analysis in marketing. |
| 16. | Discuss the growing importance of relationship marketing and mobile marketing in today's business environment. Give relevant examples. |
