



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

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**SECOND SEMESTER – APRIL 2017**

**16UBU2AL01- PRINCIPLES OF MARKETING**

Date: 27-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART- A**

**ANSWER ALL QUESTIONS**

**(10X2=20)**

1. Define Marketing.
2. List any two difference between Customers and Consumers.
3. What do you mean by Consumer Market?
4. Define segmentation.
5. Define product and service.
6. List any two factors which affect pricing.
7. What are the various channels in Marketing?
8. Define Retailing.
9. List out the steps involved in competitor analysis.
10. Who is a market leader?

**PART-B**

**ANSWER ANY FOUR QUESTIONS**

**(4X10=40)**

11. Explain different customer driven marketing strategies.
12. Discuss the basic model of consumer behavior.
13. Briefly explain the buyer's decision process.
14. Explain the different stages of product adoption process.
15. Explain the various types of product classifications.
16. Explain the stages of Product Life Cycle.
17. Briefly explain the channel management decisions

**PART-C**

**ANSWER ANY TWO QUESTIONS**

**(2X20=40)**

18. Discuss the various micro and macro environment with suitable examples.
19. Explain the characteristics that affect consumer behavior.
20. Give a detailed explanation on the various sales promotion tools used by companies to promote a product.
21. Explain the various steps involved in competitor analysis.

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