



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2015

BU 3503 - PRINCIPLES OF MARKETING

Date : 06/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the questions:

(10x2=20 marks)

1. Define Test Marketing?
2. Explain Demarketing?
3. What is Product Elimination?
4. Name any two importance of Labelling?
5. Define Consumer Behaviour?
6. Explain Market Targeting?
7. Define Promotional Mix?
8. Explain Psychological Pricing?
9. Who is called a Market Leader?
10. Define FMCG?

PART –B

Answer any FOUR questions:

(4x10=40 marks)

11. Explain importance of Marketing?
12. What is Branding? Explain its advantages and Disadvantages?
13. Explain various channel of distribution?
14. Briefly explain five methods of Pricing?
15. Explain Market Niche Strategy?
16. Bring out the difference between Wholesaler and retailer?
17. How will you balance customer and competitor Orientation?

PART – C

Answer any TWO questions:

(2x20=40 marks)

18. Briefly explain various approaches to marketing?
19. Explain Product Mix Decisions and Factors influencing them?
20. Explain the benefits and Limitations of Market Segmentation?
21. How will you develop Competitive Intelligence System?

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