

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP****FIRST SEMESTER – NOVEMBER 2022****UBU 1301 – PRINCIPLES OF MARKETING**

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the Questions****1. Define the following:****(5 x 1 = 5 Marks)**

a)	Macro Environment.	K1	CO1
b)	Segmentation.	K1	CO1
c)	Wholesaling.	K1	CO1
d)	Personal Selling.	K1	CO1
e)	Green Marketing.	K1	CO1

2. MCQ:**(5 x 1 = 5 Marks)**

a)	Marketing planning is concerned with I. Planning sales force size and deployment II. Planning consignment sales contracts to be offered III. Planning the amount placement of newspaper ads IV. All of the above	K1	CO1
b)	The stage is the product life cycle that focuses on expanding market and creating product awareness is I. Decline stage. II. Introduction stage. III. Growth stage. IV. Maturity stage.	K1	CO1
c)	New product development starts with _____. I. Idea generation II. Idea screening III. Concept development IV. Concept testing	K1	CO1
d)	Most producers today sell their goods to _____. I. Final users II. Final users and marketing members III. Intermediaries IV. The government at various levels	K1	CO1
e)	What feature does LinkedIn offer for pay accounts? I. Ability to post pictures II. Increased abilities to connect directly and send messages to people III. Ability to post in Groups and create a Group IV. Ability to block users	K1	CO1

3. Match the following:**(5 x 1 = 5 Marks)**

a)	Marketing Planning - I) word of Mouth	K2	CO1
b)	Product Concept -II) Managing Public Opinion	K2	CO1
c)	Public Relations -III) Quality of product	K2	CO1
d)	Pricing of a product - IV) Pricing objectives	K2	CO1
e)	Referral marketing -V) Marketing objective and its attainment	K2	CO1

4.	True or False:	(5 x 1 = 5 Marks)	
a)	Marketing is more "art" than "science."	K2	CO1
b)	Business buyers often buy from intermediaries rather than directly from the manufacturer.	K2	CO1
c)	Wholesaling includes all the activities involved in selling goods or services to those who buy for resale or business.	K2	CO1
d)	The first step in developing effective communications is to establish the budget.	K2	CO1
e)	Product imitation is a strategy used by market leaders.	K2	CO1
SECTION B			
Answer any TWO of the following in 150 words		(2 x 10 = 20 Marks)	
5	Interpret the steps in the Marketing Process.	K3	CO2
6	Explain the Buyer Decision Process.	K3	CO2
7	Demonstrate the tools of Sales Promotion.	K3	CO2
8	Classify the different types of Social Media Marketing.	K3	CO2
SECTION C			
Answer any TWO of the following in 150 words		(2 x 10 = 20 Marks)	
9	Analyze the Demographic and Economic environments that affect marketing decisions.	K4	CO3
10	Devise Brand Development Strategies.	K4	CO3
11	Compare and Contrast wholesaling and Retailing.	K4	CO3
12	Summarize Buzz and Green Marketing.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words		(1 x 20 = 20 Marks)	
13	Defend the consumer buyer behaviour Model.	K5	CO4
14	Estimate the steps in the New Product Development process.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words		(1 x 20 = 20 Marks)	
15	Design the major decisions involved in advertising program.	K6	CO5
16	Compose Referral and Influencer marketing program to engage consumers and create brand community.	K6	CO5
