



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – NOVEMBER 2022

UBU 3502 – PRINCIPLES OF MARKETING

Date: 26-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

- 1 Define Market environment.
- 2 Who is a consumer?
- 3 What is your understanding on Market Segmentation?
- 4 Recall the term Product and Service.
- 5 What is meant by Pricing strategy?
- 6 What is Logistics and Supply Chain Management?
- 7 List any two role played by a Public Relation Officer.
- 8 Define Online Marketing.
- 9 What is meant by Close Range Market?
- 10 Define Communication.

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Describe the facilitating functions of marketing.
- 12 Formulate an Integrated Marketing Plan and Program.
- 13 Elaborate in detail about the various bases of segmenting Industrial Market.
- 14 Explain the role of Consumer Psychology in marketing.
- 15 What is Product life cycle? Discuss the various stages in Product life cycle?
- 16 Discuss the functions and services of Wholesalers to different sections of the society.
- 17 Discuss the types of marketing and its merits.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Describe in detail about the importance of marketing in today's world.
- 19 How do buying motives of buyers of Industrial goods differ from that of the buyer of consumer goods?
- 20 Elucidate the different methods of segmenting a market.
- 21 Discuss the various approaches to marketing strategy.

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