



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com. DEGREE EXAMINATION – ACCOUNTING AND FINANCE**

**THIRD SEMESTER – NOVEMBER 2022**

**UAF 3504 – PRINCIPLES OF MARKETING**

Date: 28-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## SECTION A

Answer ALL the Questions

1. Define the following		(5 x 1 = 5 Marks)	
a)	Marketing.	K1	CO1
b)	Branding.	K1	CO1
c)	Market segmentation	K1	CO1
d)	Marketing Ethics	K1	CO1
e)	Sustainable marketing	K1	CO1
2. Fill in the blanks		(5 x 1 = 5 Marks)	
a)	_____ is want for specific product backed by ability to pay.	K1	CO1
b)	Father of modern marketing is _____.	K1	CO1
c)	Testing before launching a product is known as _____.	K1	CO1
d)	A _____ is the detailed version of the idea stated in meaningful consumer terms.	K1	CO1
e)	NPD in marketing stands for _____.	K1	CO1
3. Match the following		(5 x 1 = 5 Marks)	
a)	Product	Customer Cost	K2 CO1
b)	Promotion	Customer Solution	K2 CO1
c)	Price	Customer Convenience	K2 CO1
d)	Place	Customer Engagement	K2 CO1
e)	People	Customer Communication	K2 CO1
4. TRUE or FALSE		(5 x 1 = 5 Marks)	
a)	Marketing is only about achieving high volume sales.	K2	CO1
b)	If the price of a product exceeds the perceived value of a customer, then there is a chance for customer dissatisfaction.	K2	CO1

c)	Social Media marketing is one of the examples for modern marketing concept.	K2	CO1
d)	Customer needs and wants should be understood by the marketer.	K2	CO1
e)	Marketing Myopia means short sightedly focusing on the improvement of product quality without giving importance to its actual usage.	K2	CO1
<b>SECTION B</b>			
<b>Answer any TWO of the following in 150 words</b>		<b>(2 x 10 = 20 Marks)</b>	
5.	Explain the elements of marketing mix.	K3	CO2
6.	Prepare a marketing plan for developing a new product.	K3	CO2
7.	Illustrate and explain various levels of product.	K3	CO2
8.	Interpret the steps involved in developing an effective communication.	K3	CO2
<b>SECTION C</b>			
<b>Answer any TWO of the following in 150 words</b>		<b>(2 x 10 = 20 Marks)</b>	
9.	Analyze the Various factors influencing the pricing decision of a product.	K4	CO3
10.	Classify the macro environment of marketing with suitable examples.	K4	CO3
11.	Estimate the significance of rural market potential in India	K4	CO3
12.	Recommend a STP strategy for a new product of your choice.	K4	CO3
<b>SECTION D</b>			
<b>Answer any ONE of the following in 250 words</b>		<b>(1 x 20 = 20 Marks)</b>	
13.	Evaluate the various channel alternatives available to a company	K5	CO4
14.	Summarize the process involved in consumer buying decisions with suitable illustrations.	K5	CO4
<b>SECTION E</b>			
<b>Answer any ONE of the following in 250 words</b>		<b>(1 x 20 = 20 Marks)</b>	
15.	Devise the strategies for each stage of the product life cycle.	K6	CO5
16.	“Building the Right relationship with the right customers” – Comment using BCG matrix	K6	CO5

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