

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



**B.Com. DEGREE EXAMINATION – HONOURS**

**THIRD SEMESTER – NOVEMBER 2019**

**18UBH3MC04 – PRINCIPLES OF MARKETING**

Date: 09-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART-A**

**Answer ALL the questions**

(10x2=20)

1. Define marketing
2. What is rural marketing?
3. What do you mean by positioning?
4. What is content marketing?
5. What do you mean by marketing myopia?
6. Define targeting
7. What is CRM
8. Define societal marketing
9. What is marketing communication mix
10. What is unsought product

**PART- B**

**Answer any FOUR questions**

(4x10=40)

11. Write a note on the following i) Customer Retention Strategies ii) Digital marketing
12. What do you mean by marketing mix? Develop a marketing mix for mutual funds
13. What is product life cycle? Develop a marketing strategies and objectives for any product of your choice for different stages of product life cycle
14. Evaluate different pricing strategies with its appropriateness for different products
15. What is promotion budget mix? Evaluate different methods of promotion budgets
16. What is business market? Differentiate business market from consumer market
17. Explain why successful new product development requires customer centered, team based and systematic effort?

**PART- C**

**Answer any TWO questions**

(2x20=40)

18. Explore different steps involved in marketing process
  19. What is STP? Develop a STP strategy for any FMCG product of your own choice
  20. What is marketing communication mix? Develop a marketing communication for any one of the following product i) Power Bank ii) Treadmill iii) Electric car
  21. Explain the stages of consumer buyer decision process and describe how you went through this process to make a recent purchase
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