



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – HONOURS

THIRD SEMESTER – NOVEMBER 2022

UBH 3504 – PRINCIPLES OF MARKETING

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

		(5x1=5)	
1. Multiple Choice Questions			
a)	On the basis of nature and volume of sales markets are divided into _____ a) Wholesale and retail markets b) Regulated and municipal markets c) Spot market and future markets d) National and international markets	K1	CO1
b)	We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. a) Private brand b) Service variability c) Service d) Product	K1	CO1
c)	The advertisement costs in the introductory stage are _____ a) Low b) Medium c) Negative d) Very high	K1	CO1
d)	Negotiated pricing is otherwise called _____ a) Parallel pricing b) Variable pricing c) Dual pricing d) Coordinated pricing	K1	CO1
e)	_____ refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives. a) Services marketing b) Virtual marketing c) Green marketing Global marketing	K1	CO1
2. True / False			(5 x 1 = 5)
a)	Direct and digital marketing involve targeting broad segments of customers.	K1	CO1
b)	When a company hires lobbyists to influence legislation affecting its industry, it is taking a defensive stance toward the marketing environment.	K1	CO1
c)	For a company to be both environmentally sustainable and profitable is very difficult as the environmental goals and standards have a negative impact on a company's expenses and profitability.	K1	CO1
d)	Experimental research is best suited for gathering descriptive information.	K1	CO1
e)	A company buying a product or service for the first time faces a new task situation.	K1	CO1
3. Fill in the blanks			(5 x 1 = 5)
a)	Demography is the _____	K2	CO1

b)	The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.	K2	CO1
c)	Marketing mix was proposed by_____	K2	CO1
d)	Making more sales to current customers without changing a firm's products is known as _____.	K2	CO1
e)	Following the change in consumer values and consumption patterns after the Great Recession, marketers have changed their marketing strategies to emphasize the _____ of their products.	K2	CO1
4.	Answer the following	(5 x 1 = 5)	
a)	Define marketing.	K2	CO1
b)	List the macro environment classification.	K2	CO1
c)	Define new product development.	K2	CO1
d)	What are the various risks a company takes when producing shoddy, harmful, or unsafe products?	K2	CO1
e)	What is FOB pricing?	K2	CO1
SECTION B			
Answer any TWO of the following in 100 words		(2 x 10 = 20)	
5.	Discuss the steps of marketing process.	K3	CO2
6.	State the importance of MIS.	K3	CO2
7.	Promotional tools used by the marketers should not mislead the consumers- Discuss	K3	CO2
8.	Discuss the principles of sustainable marketing.	K3	CO2
SECTION C			
Answer any TWO of the following in 100 words		(2 x 10 = 20)	
9.	Explain the different segmentation variables used in segmenting consumer markets.	K4	CO3
10.	Explain in detail the process of Marketing Research.	K4	CO3
11.	What are the types of marketing channel?	K4	CO3
12.	Explain the pricing methods.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words		(1 x 20 = 20)	
13.	Briefly describe the steps in the business buying process	K5	CO4
14.	Discuss the stages of new product development.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words		(1 x 20 = 20)	
15.	List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing marketing return on investment.	K6	CO5
16.	Ruben Delgado was making wooden pens and pencils, which had unique engravings, as a hobby until Simon Yoder recognized Ruben's talent. Simon immediately ordered 250 pens and pencils of various styles to be displayed in his shop's showcase. Within three months, the wooden pencils were a hit with all students! Ruben Delgado had never thought of marketing his talent, but Simon's enthusiasm and the recent sales were enough to change his mind. With limited resources, Ruben contacted three additional specialty shops within 100 miles that were situated near schools. He explained his manufacturing processes and engraving options to each. All three shop owners placed a trial order. Within two months, just prior to the holiday season, each shop owner placed an additional order. Ruben was ecstatic! "I figured business would slow down after that," Ruben stated, "but in February I was contacted by Elmore Distributors. At that point, I had to make a huge decision about how far I wanted to go with this business." Elmore Distributors provides products for school fundraisers in a seven-state area. Ruben was offered a two-year contract and immediate inclusion in Elmore's promotional flyer. Ruben Delgado	K6	CO5

accepted the offer and, along with it, the responsibility to produce thousands of wooden pens and pencils. "I had to get a grip on the magnitude of this project," Ruben added. He decided to place his major focus on the large contract with Elmore. However, to avoid placing his total emphasis with one customer, Ruben continued nurturing his four previously established accounts without targeting any additional customers. "At this point, I had set up an assembly line in a rented building," Ruben explained. "I had to hire three full-time employees to work the line while I managed the customer orders and purchased materials." Ruben paused. "But I can't take the Elmore project for granted. It might not always be there. I'll have to have a good alternate plan if that day comes."

List and discuss the major bases for segmenting consumer and business markets.

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