



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

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**SECOND SEMESTER – APRIL 2015**

**BC 2503 - FUNDAMENTALS OF MARKETING**

Date : 17/04/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer **ALL** questions:

**(10x2=20 Marks)**

1. Define 'market'.
2. Who is consumer?
3. What is Target Marketing?
4. Give the product mix of a popular company.
5. How is resale price fixed?
6. Mention the objectives of pricing.
7. Define Channel of distribution.
8. What is Direct Marketing?
9. Give the meaning of promotion.
10. Explain pull and push strategy.

**PART – B**

Answer any **FOUR** questions:

**(4x10=40 Marks)**

11. List the requirements for effective market segmentation.
12. How are markets classified?
13. What is Branding? Mention its advantages to manufactures and consumers.
14. State the essentials of packaging and comment on the recent trends in packaging.
15. Explain the factors that affect the pricing of a product.
16. Give an account of the kinds of channel members.
17. Discuss the macro environment factors that affect marketing.

**PART – C**

Answer any **TWO** questions:

**(2x20=40 Marks)**

18. Explain the significance and elements of the marketing mix.
19. What are the various stages in new product development?
20. Give a detailed account of the methods of pricing a product
21. Discuss the objectives of communication? What are the stages of effective communication process?

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