



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2016

BC 2503 - FUNDAMENTALS OF MARKETING

Date: 23-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL questions:

(10x2=20)

1. What is Market?
2. What is Micro Environment?
3. Write short note on Product Mix.
4. Write any two kinds of packaging.
5. What is pricing?
6. What is penetrating pricing?
7. What is Direct Marketing?
8. Write short note on Retailer.
9. Write any two objectives of advertising.
10. Explain pull and push strategy.

PART – B

Answer any FOUR questions:

(4x10=40)

11. Describe the uncontrollable forces in marketing environment.
12. What is Market Segmentation? Explain its advantages.
13. What are the functions of packaging?
14. What are the factors affecting price of product?
15. Explain the significance of Advertising.
16. What are the factors affecting Promotion Mix?
17. What are the elements of Marketing Mix?

PART – C

Answer any TWO questions:

(2x20=40)

18. Discuss the methods of Market Segmentation.
19. Explain the pre and post marketing stages of Product Life Cycle.
20. Explain in detail the various kinds of pricing decision.
21. Examine the factors that should be considered in selection of distribution channels.
