



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2018

17/16UBU2AL01- PRINCIPLES OF MARKETING

Date: 28-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10 x 2 = 20 Marks)

1. Define Market Penetration.
2. Define Market Research.
3. Who are the participants in the Business Buying Process?
4. Define Market Segmentation.
5. What is a Product?
6. Define Labeling.
7. Who is a Retailer?
8. Define Personal Selling.
9. Define Sustainable Marketing.
10. What is a Deficient Product?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40 Marks)

11. Give a detailed description on Micro Environment.
12. Discuss the methods used to collect Primary Data.
13. Enumerate the various stages of Buyer Decision Process.
14. Explain the various stages of Product Life Cycle.
15. Describe Product Mix Pricing Strategies.
16. Elaborate the types of Retailers.
17. How to balance Customer and Competitor Orientation?

PART – C

Answer any **TWO** questions:

(2 X 20 = 40 Marks)

18. Describe Marketing Process.
19. Explain the bases for segmenting Consumer Markets.
20. Explain Price Adjustment Strategies.
21. What are the steps in developing Effective Marketing Communication?
