LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com.** DEGREE EXAMINATION – **COMMERCE**

THIRD SEMESTER – APRIL 2011

# CO 3103/3100 - PRINCIPLES OF MARKETING

Date : 18-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

PART - A

Answer all the questions : (10x2= 20 )

1. What is Marketing ?
2. Who are Hawkers ?
3. Mention any two qualities of a good ad copy .
4. Mention any two features of a product.
5. Explain any two kinds of advertising media.
6. Identify any two functions of Marketing.
7. Explain the term overmarketing .
8. What is skimming pricing?
9. What is meant by balanced approach?
10. Who are retailers ?

PART - B

Answer any five of the following : (5x8= 40 )

1. What are the external factors affecting pricing decisions ?
2. Classify goods and explain them.
3. Differentiate advertising and salesmanship.
4. Enumerate the characteristics of a departmental store.
5. Explain the demographic bases of segmenting consumer groups.
6. Marketing precedes and succeeds production – Explain.
7. Describe the kinds of agent middlemen.
8. Discuss the elements of a marketing mix.

PART - C

Answer any two of the following : (2x20= 40)

1. Explain any ten kinds of sales promotional tools.
2. Explain the management strategies followed in each stage of the product life cycle.
3. What are the qualities of a good sales person ? Explain them.

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