

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2016

CO 3100 – PRINCIPLES OF MARKETING

Date: 06-05-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION-A

(10 x 2 = 20 Marks)

Answer all the questions:

Explain the following concepts briefly:

1. Marketing
2. Services
3. Marketing Myopia
4. Target Market
5. Marketing Information System.
6. Consumer market
7. Penetration Pricing
8. Advertising
9. Direct marketing
10. Marketing ethics

SECTION-B

(4 x 10 = 40 Marks)

Answer any FOUR questions:

11. Explain the evolution of marketing.
12. What are the various factors that could affect pricing decisions?
13. What are the steps involved in communication process?
14. Explain marketing mix in detail
15. Explain the various reasons for a product failure.
16. What is market segmentation? Explain the different methods of market segmentation
17. Discuss the various functions of channel members.

SECTION-C

(2 x 20=40 Marks)

Answer any TWO questions:

18. Discuss the various marketing environmental forces that affects the global marketers.
19. Analyse the various methods of pricing elaborately.
20. Explain the steps involved in new product development with examples
21. Describe the different promotion mixes available for the marketers.
