



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

**B.Sc. DEGREE EXAMINATION – MATHEMATICS**

**FOURTH SEMESTER – APRIL 2016**

**CO 4204 - PRINCIPLES OF MARKETING**

Date: 27-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer all the questions:**

**(10 x 2 = 20 Marks)**

**Explain the following concepts briefly:**

1. Market
2. Brand Name
3. Consumer
4. Marketing Environment
5. Product Line
6. Cost-based pricing
7. Channel Intermediaries
8. Public relations
9. Advertising
10. Integrated marketing mix

**SECTION-B**

**Answer any FOUR questions:**

**(4 x 10 = 40 Marks)**

11. Explain the benefits of marketing.
12. What is target marketing? Explain the different level of target marketing
13. Describe briefly the various advantages of labeling
14. Explain the different stages of Product Life Cycle.
15. Enlist and explain the promotion mix with examples
16. Differentiate skimming pricing with penetration pricing
17. Discuss the various levels of channel members.

**SECTION-C**

**Answer any TWO questions:**

**(2 x 20=40 Marks)**

18. Discuss the evolution of marketing in detail.
19. Analyse the various factors influencing pricing decision.
20. Explain the steps involved in new product development with examples
21. Describe the various steps involved in developing an effective communication.

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