



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2017

CO 5505- PRINCIPLES OF MARKETING

Date: 26-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. Define the term “Buying”.
2. What is Grading?
3. What is meant by market segmentation?
4. What is Consumer behaviour?
5. What is Penetration pricing?
6. What is Discount?
7. Define “Marketing channel”.
8. Who is a Wholesaler?
9. What is Digital Media Marketing?
10. Mention any two factors that affect the pricing of a product.

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Explain the various functions of Marketing Management.
12. Provide a brief Micro environment of Marketing Organisation.
13. Describe the Market Segmentation procedure.
14. Explain the different stages in New Product development process.
15. Enumerate the communication process in Marketing Channel.
16. What are the different types of Channel of Distribution? Explain it.
17. Discuss in detail about the recent trends in Marketing.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Why building relationships with a customer, is important? Is it necessary to follow customer retention strategies?
19. Describe the Consumer Buyer Behavior Process in detail, while differentiating it with the Business Buyer Behavior Process.
20. Discuss in detail the different types of Products. Explain Product Mix.
21. Describe the required qualities of a good Salesman in marketing Organisation. Compare salespersonship with other communication strategies.
