



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – APRIL 2022

UCO 3503 – PRINCIPLES OF MARKETING

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Answer all the Questions

SECTION – A

(10 x 2 = 20 Marks)

1. What is societal marketing?
2. Define “Product”.
3. What do you understand by penetration pricing?
4. Define “Channel of distribution”.
5. Suggest any two advantages of advertising.
6. What is sales promotion?
7. Define the term “Skimming pricing”.
8. what do you understand by zero level channel?
9. Enlist any two advantages of personal selling.
10. What is digital marketing?

Answer any FOUR Questions

SECTION – B

(4 x 10 = 40 Marks)

11. State the core concepts of modern marketing
12. Elucidate the micro environmental factors of marketing
13. Describe the various factors influencing pricing decision
14. Explain the factors influencing consumer behaviour
15. Describe the major benefits of product packaging?
16. Differentiate selling concept from marketing concept.
17. State the advantages of online marketing.

Answer any TWO Question

SECTION – C

(2 x 20 = 40 Marks)

18. Explain the various elements of marketing mix.
19. Discuss the bases of segmenting the consumer markets.
20. Describe the different stages of product life cycle
21. Analyse the recent trends in marketing.

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