



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2023

16/17/18UCO5MC02 – PRINCIPLES OF MARKETING

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Answer ALL the questions:

(10x2=20 Marks)

1. Define Customer Relationship Management.
2. What is a Brand?
3. Define 'Marketing Channel'.
4. Define 'Retail Strategy'.
5. Define 'Motivation'.
6. What do you mean by power centres?
7. Who are Peddlers and Hawkers?
8. List out the challenges faced by retail development in India.
9. What is skimming Pricing?
10. What is digital marketing?

PART B

Answer any four of the following questions:

(4x10=40 marks)

11. Explain the various elements of marketing mix.
12. What are the different types of distribution channel? Explain.
13. Discuss in brief the function of retailing.
14. Describe the various tools of sales promotion.
15. Describe the Gaps model for improving retail customer service quality?
16. Write a note on growth strategies?
17. State the factors effecting pricing.

PART C

Answer any two of the following questions:

(2x20 =40 marks)

18. Elaborately discuss the various pricing methods.
19. Describe the classification of retail management?
20. What is market segmentation? Explain the different methods of market segmentation.
21. Elaborately discuss the reasons for the growth of retail business in India.

#####