

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2023

CO 5505 – PRINCIPLES OF MARKETING

Date: 03-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION-A

(10 x 2 = 20 Marks)

Answer all the questions:

1. Define “Market”.
2. What is brand name?
3. Who is a consumer?
4. What is natural environment?
5. Define “Product mix”.
6. What is pricing?
7. Name any two channel intermediaries.
8. List any two benefits of Public relations.
9. What is unethical advertising?
10. Define “Marketing ethics”.

SECTION-B

(4 x 10 = 40 Marks)

Answer any FOUR questions:

11. Explain the benefits of marketing.
12. Describe the different methods market segmentation.
13. State the advantages of packaging.
14. Explain the different stages levels of product and services.
15. Enlist and explain the promotion mix with examples
16. Differentiate skimming pricing from penetration pricing
17. Discuss the role of distribution channel in marketing.

SECTION-C

(2 x 20=40 Marks)

Answer any TWO questions:

18. Discuss the various components of marketing mix in detail.
19. Analyse the various factors influencing pricing decision.
20. Explain the different stages of Product Life Cycle with examples
21. Describe the various steps involved in developing an effective communication.

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