



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

THIRD SEMESTER – NOVEMBER 2011

**CO 3103/3100 - PRINCIPLES OF MARKETING**

Date : 09-11-2011  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

Section A

Answer all questions in about 3 lines each:

10\*2=20

1. What is marketing?
2. What is a want?
3. What is demand?
4. What is a market?
5. How can the 4Ps be interpreted in terms of the 4 Cs?
6. State the 5 stages in adopting a new product.
7. What is local marketing?
8. What is a Product in the marketing sense?
9. Define Price in the marketing context.
10. What is a discount?

Section B

Answer any FIVE in about 2 pages each:

5\*8=40

11. Write a note on customer Driven marketing strategy.
12. Describe the economic environment which affects a modern market.
13. What is the role of the family in influencing consumption decisions.
14. Explain the major dimensions of demographic segmentation.
15. What are the criteria to be used for evaluating the attractiveness of a market segment?
16. Explain the different types of consumer products.
17. Briefly explain the stage in a Products' life cycle.
18. Write a note on the different ways in which a new product can be priced.

Section C

Answer any TWO in about 4 pages each:

2\*20=40

19. Explain the new features of the modern marketing landscape.
20. What are the chief dimensions of a company's micro-environment?
21. What are the personal factors which affect a consumer's buying decision?