



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.SC., B.COM. B.B.A. DEGREE EXAMINATION – HIS., VIS., COR. SEC., BUSI. ADM.

THIRD SEMESTER – NOVEMBER 2016

CO 3207 - PRINCIPLES OF MARKETING

Date: 10-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part A

Answer all the questions:

(10x2=20marks)

1. Enlist the four tools of Marketing Mix.
2. What is meant by the term Market.
3. State Engel's Law.
4. What is Consumer Market?
5. Explain the meaning of Market Targeting.
6. What is Price?
7. What is meant by Environmental Sustainability?
8. Write the meaning of Deficient Products?
9. What is Consumer Oriented Marketing?
10. Mention any two recent trends in Marketing.

Part B

Answer any four questions:

(4x10=40 marks)

11. How should a company build the right relationship with the right customers?
12. Explain the possible value propositions based on which a company can position its brand.
13. Explain the various kinds of Goods.
14. Describe the functions of a Marketing Channel.
15. Describe the objectives of Pricing.
16. Which methods are used to set the total budget for advertising? Explain.
17. Describe the various competitive positions which a firm can hold in the target Market?

Part C

Answer any two questions:

(2x20=40 marks)

18. Describe the Marketing Management Orientation in detail.
19. Explain the various factors of Micro Environment of companies.
20. What are the stages in the development of new products? Explain.
21. Describe the steps in developing effective communication.
