



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2016

CO 5505 – PRINCIPLES OF MARKETING

Date: 03-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

(10 x 2 = 20 marks)

Answer ALL Questions. All Questions carry equal marks.

1. Define 'Marketing'.
2. What is meant by Marketing Mix?
3. What do you mean by Buyer Behaviour?
4. What do you understand by Market Targeting?
5. What is meant by Skimming Pricing?
6. What is Branding?
7. What do you understand by 'Conventional Distribution Channel'?
8. What is meant by Sales Promotion?
9. What do you mean by 'Consumerism'?
10. What do you understand by 'Marketing Intelligence'?

PART – B

(4 x 10 = 40 Marks)

Answer any FOUR Questions. All Questions carry equal marks.

11. Describe the evolution of Marketing.
12. What are the advantages of segmenting the market?
13. What are the various stages involved in the Product Life Cycle?
14. What are the objectives of Pricing?
15. What are the elements of 'Marketing Communication Mix'?
16. What is Search Engine Optimization? How is it useful for the customers?
17. What are the different types of Marketing Channels?

PART – C

(2 x 20 = 40 Marks)

Answer any TWO Questions. All Questions carry equal marks.

18. Discuss the various internal and external factors influencing the Marketing Environment.
19. What are the different kinds of pricing?
20. Keeping recent changes and trends in mind, what are the citizen and public actions initiated to regulate marketing? How successful are they?
21. a) What are the steps to be adopted in developing an effective marketing communication?
b) What are the basic competitive positioning strategies suggested by Michael Porter?

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