



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

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – NOVEMBER 2017**

**CO 5505 – PRINCIPLES OF MARKETING**

Date: 03-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

**Answer ALL Questions. All Questions carry equal marks:**

**(10 \* 2 = 20 Marks)**

1. Define 'Marketing Management'.
2. What is meant by 'Marketing Mix'?
3. What do you mean by 'Market Targeting'?
4. What do you understand by 'Ethnographic Research'?
5. What is meant by Unsought Product?
6. What do you mean by 'Cost Based Pricing'?
7. What do you understand by 'Vertical Marketing System'?
8. What is Direct Marketing?
9. What do you understand by the term 'Bench Marking'?
10. What is meant by 'Marketing Intelligence'?

**PART – B**

**Answer any FOUR Questions. All Questions carry equal marks: (4 \* 10 = 40 Marks)**

11. Briefly describe the steps involved in Marketing.
12. What are the different types of Consumer Buying Behaviour?
13. Who are the participants involved in the Business Buying Process?
14. Describe the various types of Consumer Product.
15. Briefly Explain the five product mix pricing strategies.
16. What are the Processes of Communication?
17. What are the characteristics of Marketing Intelligence?

**PART – C**

**Answer any TWO Questions. All Questions carry equal marks: (2 \* 20 = 40 Marks)**

18. Explain the Functions in Marketing. What is demarketing?

19. Discuss the bases for segmenting the Consumer Market.

20. What are the different Kinds of Pricing?

21. a. What are the steps involved in developing effective Marketing Communication?

b. What are the Contents of a Marketing Plan?

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