

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – HISTORY

THIRD SEMESTER – NOVEMBER 2018

CO 3207 – PRINCIPLES OF MARKETING

Date: 30-10-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer all the questions:

(10x2=20 Marks)

1. Define 'Marketing'.
2. Explain the term 'Marketing mix'.
3. What is Target marketing?
4. What is Branding?
5. Define 'Product line'.
6. What is B2B?
7. What do you understand by Penetration Pricing?
8. What is direct marketing?
9. Define 'sales Promotion'.
10. What is marketing ethics?

SECTION-B

Answer any FOUR questions:

(4x10=40 Marks)

11. Explain the scope of marketing.
12. Elucidate the various factors affecting pricing.
13. Explain the advantages of advertizing.
14. Explain the benefits of labelling
15. Discuss the various reasons for a product success.
16. Explain the functions of channel members.
17. Discuss the concept of PLC with relevant examples.

SECTION-C

Answer any TWO questions:

(2x20=40 Marks)

18. Analyse the evolution of marketing in detail.
19. Explain the different types of pricing.
20. Discuss the steps involved in new product development.
21. Illustrate some CSR activities initiated by global companies in India.

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