

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – ECONOMICS

FIFTH SEMESTER – NOVEMBER 2019

17/16UEC5ES02 – PRINCIPLES OF MARKETING

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART A

Answer any **FIVE** of the following questions in about 75 words:-

[5x4=20 marks]

1. State the objectives of Marketing.
2. Distinguish between Skimming pricing and Penetration pricing.
3. Write a note on Public warehouses in India.
4. State the objectives of pricing.
5. Define the four Ps in marketing.
6. What is meant by Relationship Marketing?
7. How does Green Marketing benefit the society?

PART B

Answer any **FOUR** of the following questions in about 250 words:-

[4x10=40 marks]

8. Discuss the various types of Marketing.
9. Write a short essay on the components of Micro-environment.
10. Differentiate between Standardization and Grading.
11. Highlight the benefits of Advertising.
12. Briefly explain the types of Channels of Distribution
13. Write a short essay on E – commerce and E – marketing.
14. Discuss the factors that influence Promotional mix.

PART C

Answer any **TWO** of the following questions in about 900 words:-

[2x20=40 marks]

15. Elucidate the functions of Marketing.
16. Examine in detail the factors affecting Pricing decisions.
17. Elaborate the components of Marketing Mix.
18. Examine in detail the theory of Product Life Cycle by pointing out the stage – wise advantages and disadvantages.

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