LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – **ECONOMICS**

FIFTH SEMESTER – **NOVEMBER 2022**

17/18UEC5ES02 – PRINCIPLES OF MARKETING

Date: 30-11-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

Part - A

Answer any FIVE questions in about 75 words each **5 X 4 = 20 Marks**

1. Define Market.
2. Recall the objectives of marketing.
3. Write a short note on PEST analysis.
4. State two examples of the marketing mix.
5. List out 4P's of marketing.
6. Relate Green Marketing and reduction in carbon footprint.
7. Outline the features of a product.

Part - B

Answer any FOUR questions in about 250 words each **4 X 10 = 40 Marks**

8. Distinguish between marketing and selling.
9. Inspect the external factors influencing the market environment.
10. Interpret the role of SWOT analysis in marketing decisions.
11. Examine the importance of marketing mix.
12. Illustrate the product life cycle of a product.
13. Classify the various sales promotion methods.
14. Analyse the significance of mobile marketing.

Part - C

Answer any TWO questions in about 900 words each **2 X 20 = 40 Marks**

15. Explain the functions of marketing.
16. Elaborate the components of the marketing mix.
17. Assess the merits and demerits of various channels of distribution.
18. Discuss the role of E-Marketing and E-Retailing in the growth of E-Commerce in India.

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