



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

**THIRD SEMESTER – NOVEMBER 2022**

**UCO 3503 – PRINCIPLES OF MARKETING**

Date: 26-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## SECTION A

**Answer ALL the Questions**

<b>1. Answer the following (5 x 1 = 5)</b>			
a)	Which of the following refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs? A) Selling myopia B) Marketing management C) Value proposition D) Marketing myopia	K1	CO1
b)	Which concept calls for aggressive selling and focuses on generating transactions to obtain profitable sales? A) Marketing B) Production C) Product D) Selling	K1	CO1
c)	Which of the following has NOT contributed to the deeper, more interactive nature of today's customer relationships? A) Traditional advertising B) Web sites C) Online social networks D) E-mail	K1	CO1
d)	A reduction in price on purchase during a stated period of time is known as. A) Sale B) Allowance C) Discount D) None of these	K1	CO1
e)	Which of the following is the correct depiction of Digital Marketing? A) E-mail Marketing B) Social Media Marketing C) Web Marketing D) All of the above	K1	CO1
<b>2. True or False (5 x 1 = 5)</b>			
a)	Human needs are only shaped by culture and individual personality.	K1	CO1
b)	Make and sell is selling concept.	K1	CO1
c)	According to their profitability and projected loyalty, true friends have the highest profit potential and strong loyalty.	K1	CO1
d)	Market segmentation is the process of seeking fewer customers and reduced demand for profit maximization only.	K1	CO1
e)	Advertisement is not a part of promotion mix.	K1	CO1
<b>3. Fill in the blanks (5 x 1 = 5)</b>			
a)	The set of marketing tools a firm uses to implement its marketing strategy is called the _____.	K2	CO1
b)	_____ is the set of benefits a company promises to deliver the customer to satisfy their needs.	K2	CO1
c)	_____ involves designing and manufacturing the container or wrapper for a product.	K2	CO1
d)	Sense and response are related to _____ concept.	K2	CO1
e)	The main goal of _____ get visitors from the search results of relevant keywords on Google.	K2	CO1

<b>4.</b>	<b>Definitions</b>	<b>(5 x 1 = 5)</b>	
a)	Marketing	K2	CO1
b)	Pricing	K2	CO1
c)	Ethical Marketing	K2	CO1
d)	Content Marketing	K2	CO1
e)	Marketing Channel	K2	CO1
<b>SECTION B</b>			
<b>Answer any TWO Questions</b>		<b>(2 x 10 = 20)</b>	
5.	Explain different marketing concepts with examples.	K3	CO2
6.	Briefly explain the characteristics affecting the consumer market.	K3	CO2
7.	Elaborate marketing mix with examples.	K3	CO2
8.	Explain the controllable factors affecting market environment.	K3	CO2
<b>SECTION C</b>			
<b>Answer any TWO Questions</b>		<b>(2 x 10 = 20)</b>	
9.	Explain various stages of product life cycle with examples.	K4	CO3
10.	What are the impacts created by E-commerce during COVID and explain its elements with internet marketing.	K4	CO3
11.	Explain the process of communication.	K4	CO3
12.	Elucidate the impact of rural marketing on economic development.	K4	CO3
<b>SECTION D</b>			
<b>Answer any ONE Question</b>		<b>(1 x 20 = 20)</b>	
13.	Discuss the different process involved in marketing.	K5	CO4
14.	Explain the different types of segmentation and its impact on market with examples.	K5	CO4
<b>SECTION E</b>			
<b>Answer any ONE Question</b>		<b>(1 x 20 = 20)</b>	
15.	Discuss the different stages of setting effective marketing communication.	K6	CO5
16.	Elucidate the different pricing strategies.	K6	CO5

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