



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

THIRD SEMESTER – APRIL 2019

16/17UBU3MC02– PRINCIPLES OF MARKETING

Date: 25-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10 X 2=20)

1. What is meant by Consumer Orientation?
2. Explain the term Marketing Environment.
3. List out the bases for consumer market segmentation.
4. What is Buying Motives?
5. How products or Goods are classified?
6. What is a price?
7. What are the four major promotional tools used in marketing?
8. Define online marketing.
9. What is meant by Competitor Analysis?
10. Define Sustainable Marketing.

PART – B

Answer any FOUR Questions:

(4X10=40)

11. Distinguish between Marketing Research and Marketing Information System.
12. What are the psychological factors that influence in consumer decision maker?
13. Explain the various objectives of pricing.
14. Explain the steps in developing effective marketing communication.
15. How to analyse your competitors? Explain.
16. What is meant by Product Life Cycle? Explain the stages of Product Life Cycle.
17. What are the forces affecting marketing in the micro environment? Explain.

PART – C

Answer any TWO Questions:

(2 X 20 = 40)

18. Explain the various stages of New Product Development.
19. Discuss the various methods of Pricing.
20. “One of the major assets of a firm is its Channel of Distribution” - Discuss.
21. What are the major steps followed in designing a competitive intelligence system? Explain.
