

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – APRIL 2023

16/17/18UBU3MC02 – PRINCIPLES OF MARKETING

Date: 04-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL Questions (10 x 2 = 20 Marks)

- 1 Define Marketing.
- 2 What is Marketing Research?
- 3 List out the types of Buying Decision Process.
- 4 Define Positioning.
- 5 Recall the term Branding.
- 6 What is meant by Product Mix Strategies?
- 7 What is a Marketing Channel?
- 8 Define Direct Marketing.
- 9 What is a competitor Analysis?
- 10 Recall the term Competitive Position.

PART – B

Answer any FOUR Questions (4 x 10 = 40 Marks)

- 11 Interpret the 7C's of Marketing.
- 12 Explain the concept of Marketing Research.
- 13 Discuss the characteristics that affecting Consumer Behaviour.
- 14 Explain the major Pricing Strategies.
- 15 Explain the Process of Communication.
- 16 Give a detailed description on "Competitive Intelligence System".
- 17 Explain the elements of Sustainable Marketing.

PART – C

Answer any TWO Questions (2 x 20 = 40 Marks)

- 18 Describe the different types of Marketing Environment.
- 19 Examine the steps in the New Product Development Process.
- 20 Evaluate the phases required for Product Life Cycle Strategies.
- 21 Explain the steps in developing Effective Marketing Communication.

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