

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**U.G. DEGREE EXAMINATION – ALLIED****FIRST SEMESTER – APRIL 2023****UBU 1301 – PRINCIPLES OF MARKETING**

Date: 08-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the Questions****1. Define the following: (5 x 1 = 5 Marks)**

a)	Micro Marketing.	K1	CO1
b)	Positioning.	K1	CO1
c)	Retailing.	K1	CO1
d)	Sales Promotion.	K1	CO1
e)	Buzz Marketing.	K1	CO1

2. Multiple choice questions (5 x 1 = 5 Marks)

a)	The term marketing refers to: I. New product concepts and improvements II. Advertising and promotion activities III. A philosophy that stresses customer value and satisfaction IV. Planning sales campaigns	K1	CO1
b)	Which of the following is not the stage of new product development? I. Test Marketing II. Idea Generation III. Business Analysis IV. Market Segmentation	K1	CO1
c)	Price is the only element in the marketing mix that produces _____. I. Revenue II. Variable costs III. Expenses IV. Outfixed costs	K1	CO1
d)	The use of short-term incentives to encourage the purchase or sale of a product or service is called _____. I. Direct marketing II. Sales promotions III. Personal selling IV. Public relations	K1	CO1
e)	Green marketing is a part of I. Social marketing II. Service marketing III. Relationship marketing IV. Rural marketing	K1	CO1

3. Match the following: (5 x 1 = 5 Marks)

a)	Gathering market information – I) Use of Digital Media	K2	CO1
b)	Product designing - II) Merchandise	K2	CO1
c)	Retailing - III) Competitive Advantage	K2	CO1

d)	Advertisement communication	- IV) Impersonal form of	K2	CO1
e)	Digital Marketing	- V) Swot analysis	K2	CO1
4.	True or False:		(5 x 1 = 5 Marks)	
a)	Marketing is about identifying and meeting human and social needs.		K2	CO1
b)	A target market consists of a group of customers who share a similar set of needs and wants.		K2	CO1
c)	Most consumers do not use price as an indicator of quality.		K2	CO1
d)	Advertising and marketing are the same thing.		K2	CO1
e)	Although newspapers are timely and pervasive, magazines are typically more effective at building user and usage imagery.		K2	CO1
SECTION B				
Answer any TWO of the following in 150 words			(2 x 10 = 20 Marks)	
5	Interpret the Macro Environment.		K3	CO2
6	Construct a simple model of consumer buyer behaviour.		K3	CO2
7	Determine the functions of Marketing channels.		K3	CO2
8	Discover the need of Competitor analysis for a new product.		K3	CO2
SECTION C				
Answer any TWO of the following in 150 words			(2 x 10 = 20 Marks)	
9	Categorize the steps in the Marketing process.		K4	CO3
10	Devise the different levels of Market Segmentation.		K4	CO3
11	Analyze the major strategies for Pricing new products.		K4	CO3
12	Compare and Contrast Referral and Influencer marketing.		K4	CO3
SECTION D				
Answer any ONE of the following in 250 words			(1 x 20 = 20 Marks)	
13	Evaluate the steps involved in a personal selling process.		K5	CO4
14	Justify the stages in a product life cycle.		K5	CO4
SECTION E				
Answer any ONE of the following in 250 words			(1 x 20 = 20 Marks)	
15	Design the steps involved in developing effective marketing Communication.		K6	CO5
16	Summarize the process of social media and Buzz marketing.		K6	CO5

#####