



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – APRIL 2025

UBU 1301 – PRINCIPLES OF MARKETING



Date: 10-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

- a) Marketing Research
- b) Market Targeting
- c) Packaging
- d) Logistics
- e) Referral Marketing.

2. Fill in the blanks

- a) _____ a place where seller and buyer meet together for consideration.
- b) Purchasing decisions of a consumer is known as _____
- c) _____ an amount a customer pays for a product.
- d) Buying goods in bulk from manufacturers is called _____.
- e) Proximity marketing is also known as _____.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- a) SWOT- Strength, Weakness, Optimization and Threat.
- b) Dividing the market from homogeneous into heterogeneous is called Market Segmentation.
- c) An augmented product is a core product enhanced with additional features.
- d) Advertising does not involves using paid media.
- e) Understanding and targeting customers based on their location is called geo marketing.

4. Match the Following

- a) Cultural Factors – Cost Leadership
- b) Establishing a brand – Services Marketing
- c) Promotion of intangible services – Communication
- d) Exchanging information – Market Positioning
- e) Locus Focus – External Environment

| SECTION B - K3 (CO2) | |
|--|---|
| Answer any TWO of the following in 100 words each. (2 x 10 = 20) | |
| 5. | Construct 7P's in Marketing Mix. |
| 6. | Interpret the requirements of effective Market Segmentation. |
| 7. | Demonstrate New Product Development. |
| 8. | Evaluate the significance of Marketing Channels. |
| SECTION C – K4 (CO3) | |
| Answer any TWO of the following in 100 words each. (2 x 10 = 20) | |
| 9. | Explain the process of Marketing Research. |
| 10. | Analyze buyer decision process for a new product. |
| 11. | Identify the Price adjustment strategies. |
| 12. | Infer steps in developing effective marketing communication. |
| SECTION D – K5 (CO4) | |
| Answer any ONE of the following in 250 words (1 x 20 = 20) | |
| 13. | Evaluate the external factors affecting marketing environment. |
| 14. | Summarize the bases for Market Segmentation. |
| SECTION E – K6 (CO5) | |
| Answer any ONE of the following in 250 words (1 x 20 = 20) | |
| 15. | Construct the phases of Product Life Cycle with a suitable example. |
| 16. | Discuss the modern approaches of Advertising Media. |

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$