



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

THIRD SEMESTER – APRIL 2025

UBU 3502 – PRINCIPLES OF MARKETING



Date: 29-04-2025

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. MCQ

- a) Who is the Father of Modern Marketing?
(A) Philip Kotler
(B) Peter F Drucker
(C) Abraham Maslow
(D) Raymond Krock
- b) Which one the following is not a psychological factor of consumer behaviour?
(A) Motivation
(B) Perception
(C) Attitude
(D) Family income
- c) The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle
(A) Growth Stage
(B) Decline Stage
(C) Maturity stage
(D) Introduction stage
- d) Which marketing channel makes the products available to end users without intermediaries?
(A) Indirect channel
(B) Direct channel
(C) Dynamic channel
(D) Flexible channel
- e) What do you understand by Marketing buzz?
(A) Social marketing
(B) Traditional marketing
(C) Digital marketing
(D) Viral marketing

2. Answer the following

- a) Marketing
- b) Buying Behaviour
- c) Packaging
- d) Supply Chain management
- e) Outbound marketing

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

- a) _____ concept means whenever a company plans and implements to maximize profit by boosting sales, meeting customers' needs, and surpassing competitors.
- b) The study of behavior by an individual, group, or organization and all the activities involved in the process of purchase, use, and dispose of goods or services is called _____

c)	A _____ contains information about a product on its container, packaging, or the product itself.
d)	The major areas of supply chain management are production, distribution, inventory & _____
e)	_____ is defined as the process of identifying, analyzing, and evaluating the strengths and weaknesses of competitors in a particular market or industry
4. Match the following	
a)	Marketing Research - Specific set of life styles
b)	Dissonance-Reducing buying Behaviour - The term used in viral marketing
c)	Attitude Branding - Gather information about target market
d)	Direct Marketing - Consumer has difficulty to distinguish between brand
e)	Buzz Marketing - Communicating to pre-selected customer.
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Choose appropriate marketing mix of any brand of your choice.
6.	Construct the steps involved in new product development process.
7.	Identify the various functions of retailing.
8.	Build competitor analysis for a product of your own choice.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Classify the 7C's of Marketing in modern era.
10.	Categorize the types of market segmentation.
11.	Compare Direct Marketing with personal selling.
12.	Inference the niche Marketing strategy with an example.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Measure the marketing environment and its components.
14.	Explain the buyer decision process for new product.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Construct a marketing communication strategy.
16.	Elaborate the challenges in implementing marketing strategies.

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