



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**THIRD SEMESTER – NOVEMBER 2017**

**16UBU3MC02 – PRINCIPLES OF MARKETING**

Date: 07-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART - A**

**Answer All the questions**

**10x2=20**

1. Define the term “Marketing”.
2. What is Marketing Mix?
3. Write short notes on Marketing Research.
4. What is Market Targeting?
5. What do you mean by Consumer Behaviour?
6. What is meant by brand positioning?
7. Write any two factors affecting promotion mix.
8. Bring out any two advantages of Direct Marketing.
9. How sales promotion differs from advertising?
10. What is marketing strategy?

**PART - B**

**Answer any four questions**

**4x10=40**

11. Explain briefly the functions of marketing.
12. What is the impact of economic and politico-legal environment on marketing management?
13. What is meant by reference groups? And how these groups influence buying behaviour?
14. What is product planning? And discuss briefly the problems of introducing the new products.
15. What are the pros and cons of packaging?
16. Explain the role of promotion in marketing.
17. Explain the approaches of marketing strategy.

**PART - C**

**Answer any two questions**

**2x20=40**

18. Describe the methods of Market Segmentation.
19. Explain the concept of Product Life Cycle. And suggest appropriate marketing strategies for each stage of the product life cycle.
20. Discuss the various kinds of pricing decisions.
21. What channel of distribution would you institute for marketing a soft drink? And state reasons in support of your answer.

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