

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



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

**THIRD SEMESTER – NOVEMBER 2019**

**16/17/18UBU3MC02 – PRINCIPLES OF MARKETING**

Date: 31-10-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART- A**

**Answer ALL the questions**

**(10 x 2 = 20 Marks)**

1. Define the term marketing mix.
2. What is marketing research?
3. What do you mean post purchase evaluation?
4. What is buying motives?
5. Define 'After sales service'.
6. What is meant by product attributes?
7. What is marketing ethics?
8. What is marketing logistics?
9. What are Competitive positions?
10. What do you mean by green marketing?

**PART- B**

**Answer any FOUR questions**

**(4x10 = 40 Marks)**

11. Explain the evolution of marketing concepts.
12. Explain the various stages in consumer buying process.
13. What is meant by product positioning? Briefly discuss the major basis of positioning a product.
14. Explain the communication process used in the promotion of goods and services.
15. Write a short note on market segmentation. Suggest and explain suitable bases to segment market for (a) Car (b) Cosmetics
16. Explain briefly about online marketing. Explain its benefits to buyers.
17. Explain the approaches to marketing strategy.

**PART- C**

**Answer any TWO questions**

**(2 x 20 = 40 Marks)**

18. Discuss in brief about the key concepts of marketing.
19. Discuss the impact of environmental forces on marketing.
20. Explain the concept of product life cycle by taking an example of a high technology product.
21. What is logistics management? Explain the objectives of logistics management.

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