



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – NOVEMBER 2022

UBU 1301 – PRINCIPLES OF MARKETING

Date: 01-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL questions

(2 x 10 = 20 Marks)

- 1 Define Marketing.
- 2 What is Macro Environment?
- 3 List the levels of Segmentation.
- 4 Define Branding.
- 5 Recognize Marketing Channel.
- 6 Distinguish Retailing and Wholesaling,
- 7 What is Advertising?
- 8 What is Personal Selling?
- 9 What is Competitor Analysis?
- 10 Recall term Green Marketing.

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Interpret the Macro Environment.
- 12 Construct a simple model of consumer buyer behavior.
- 13 Explain the different levels of Market Segmentation.
- 14 Describe the major strategies for pricing new products.
- 15 Determine the functions of Marketing channels.
- 16 Explain the steps involved in a personal selling process.
- 17 Compare and Contrast Referral and Influencer marketing.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Explain the Demographic and Economic Environments that affect marketing decisions.
- 19 Estimate the steps in the New Product Development process.
- 20 Design the steps involved in developing effective marketing Communication.
- 21 Summarize the process of social media and Buzz marketing.
