LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com.** DEGREE EXAMINATION – **ECONOMICS & ENGLISH**

FOURTH SEMESTER – APRIL 2011

# CO 4204 - PRINCIPLES OF MARKETING

Date : 05-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

PART A

ANSWER **ALL** THE QUESTIONS: (10X2=20)

1. What are the tools of promotion mix?

2. Mention 2 qualities of a good ad copy.

3. What is penetration pricing?

4. Mention the demographic bases for segmenting consumer markets.

5. Enlist 2 objectives of pricing.

6. Enumerate 2 characteristics of a chain store.

7. Mention any 2 functions of marketing.

8. What are specialty goods?

9. What is automatic vending?

10. Briefly explain the balanced approach.

PART B

ASWER **ANY FIVE** QUESTIONS: (5X8=40)

11. Explain any 8 kinds of pricing.

12. Enumerate and explain any 8 kinds of sales promotional tools.

13. Enlist and explain the different kinds of agents.

14. Marketing precedes and succeeds production. Explain.

15. Explain any 8 kinds of markets.

16. Explain the behavioral bases for segmenting consumer markets.

17. Explain the qualities of a good ad copy.

18. Explain the features of a product.

PART C

ANSWER **ANY TWO** QUESTIONS: (2X20=40)

19. Explain the stages of a new product development.

20. What are the types of retailers? Explain them.

21. Explain the internal and external factors affecting pricing decisions.

\*\*\*\*\*\*\*\*