LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – **APRIL 2012**

# CO 4204 - PRINCIPLES OF MARKETING

Date : 19-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**SECTION-A**

**Answer *ALL* the questions:** (10 x 2 = 20)

1. What is marketing mix?

2. What is legal environment?

3. What is demographic segmentation?

4. What is causal research?

5. Who are advertising buyers?

6. What is adulteration?

7. What is product branding?

8. What is pricing for target return?

9. What is personal selling?

10. What is Corporate Social Responsibility?

**SECTION-B**

**Answer any FIVE questions**: (5 x 8 = 40)

11. Explain the importance of marketing to society.

12. What are the benefits of segmentation?

13. What are the unique problems of Indian consumers?

14. What are the internal factors affecting pricing decision?

15. Explain the different types of promotional activities.

16. What are the functions of marketing channels?

17. Explain the marketing problems faced by the small scale sector.

18. What are the different methods of sampling?

**SECTION-C**

**Answer any TWO questions:** (2 x 20 = 40)

19. Explain the four P’s of marketing with examples.

20. Explain the 7 O’s frame work in understanding the consumer behavior.

21. Explain the five phases in the product life cycle.

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