



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

**B.A. B.Sc., DEGREE EXAMINATION – HISTORY, VISCOM**

**THIRD SEMESTER – APRIL 2014**

**CO 3207 - PRINCIPLES OF MARKETING**

Date : 10/04/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A**

**ANSWER ALL THE QUESTIONS:**

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

1. Define Marketing.
2. What is customer relationship management?
3. What is meant by market targeting?
4. What is sales promotion?
5. What do you understand by market penetration?
6. What is event management?
7. State any 2 differences between advertising and publicity.
8. Define marketing information system?
9. Mention any two features of survey research?
10. What is sampling?

**PART B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10=40 Marks)**

11. Discuss five step model of the marketing process.
12. Describe the elements of a customer driven marketing strategy and mix, and the forces that influence it.
13. Explain various types of environment affecting marketing decisions.
14. Explain any 8 types of pricing.
15. Sketch out the steps in developing effective communication process.
16. Discuss how the companies analyse and distribute marketing information.
17. Explain the role of ethics in marketing.

**PART C**

**ANSWER ANY TWO QUESTIONS:**

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

18. Describe the stages of a new product development process.
19. Discuss in detail the product positioning strategies
20. Explain the various types of channel of distribution
21. Describe the major types of buying decision behavior and stages in the buyer decision process.
22. Elaborate the internal and external factors affecting pricing decisions.