



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – APRIL 2019

CO 5505– PRINCIPLES OF MARKETING

Date: 16-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer All the Questions

(10 X 2 = 20 MARKS)

1. What is grading?
2. What is marketing mix?
3. Define 'marketing'.
4. What is meant by marketing environment?
5. Define 'market segmentation'.
6. What is product mix?
7. What is meant by dual pricing?
8. What is product life cycle?
9. What is meant by promotional mix?
10. What is e-marketing?

SECTION - B

Answer Any FOUR Questions

(4 X10 = 40 MARKS)

11. Discuss the physical supply functions of marketing.
12. Explain the factors determining market segmentation.
13. Describe the various stages involved in the buying process.
14. Discuss the external factors affecting pricing decisions.
15. Illustrate the different stages of product life cycle.
16. Explain the functions of marketing channels.
17. Outline the importance of Social media in marketing.

SECTION - C

Answer Any TWO Questions

(2 X 20 = 40 MARKS)

18. Explain the concept of four P's in Marketing mix .
19. Describe the various methods of market segmentation.
20. Explain the various stages involved in the introduction of a new product.
21. Discuss the merits and demerits of e-marketing.

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