

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2009

CO 3103 / 3100 - PRINCIPLES OF MARKETING

Date & Time: 11/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART A

Answer **all** the questions briefly:

(10x2=20marks)

1. What is a market?
2. State two objectives of Pricing.
3. Identify two examples of Vehicular Advertising.
4. State two reasons for marketing a product or a service.
5. Expand STP Marketing.
6. Identify two differences between advertising and salesmanship.
7. State any two features of a product.
8. Mention two examples of sales promotional tools.
9. What differentiates a wholesaler from a retailer?
10. Mention two products sold through vending machines.

PART B

Answer any **five** of the following:

(5x8=40marks)

11. Explain any five kinds of markets.
12. Explain some of the services rendered by banks to their customers?
13. What are the qualities of a good Ad Copy?
14. State any five qualities of a good salesman.
15. Explain any five kinds of Advertising Media.
16. Explain the product life cycle with a diagram.
17. Explain any five kinds of pricing.
18. Write a note on any five kinds of retailers.

PART C

Answer any **two** of the following:

(2x20=40 marks)

19. Describe the new product planning and development process using an example.
20. What are the factors which affect the pricing decision?
21. Create an Advertisement for a bike which is newly introduced into the market.
