



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2019

18/17/16UBU2AL01– PRINCIPLES OF MARKETING

Date: 05-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions

(10X2 = 20Marks)

1. Define Marketing.
2. Bring out three examples of Marketing Strategy.
3. What is an Integrated Marketing Plan?
4. Define Market Segmentation.
5. Define Market Targeting.
6. Write a short note on Corporate VMS.
7. What are the levels of a product?
8. Write a short note on Online Marketing.
9. Bring out the concept of Sustainable Marketing.
10. Write short notes on Packaging.

PART B

Answer any FOUR questions

(4X10 = 40Marks)

11. Briefly explain the process of Marketing.
12. Elucidate the different Marketing Management Orientations.
13. Discuss the types of Buying Decision Behavior.
14. Explain the requirements for Effective Segmentation.
15. Expound the major Pricing Strategies.
16. Explicate the basic Competitive Strategies.
17. Elaborate on the various tools of Promotion Mix.

PART C

Answer any TWO questions

(2X20 = 40Marks)

18. Explicate the Micro and Macro Marketing Environments.
19. Expound the strategies of Product Life Cycle.
20. Explicate the various types of Wholesalers and Retailers.
21. Elucidate the steps in the process of Competitor Analysis.

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