



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – ACCOUNTING AND FINANCE

THIRD SEMESTER – NOVEMBER 2023

UAF 3504 – PRINCIPLES OF MARKETING

Date: 31-10-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. MCQ

- a) On the basis of nature and volume of sales markets are divided into _____
a) Wholesale and retail markets
b) Regulated and municipal markets
c) Spot market and future markets
d) National and international markets
- b) We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
a) Private brand
b) Service variability
c) Service
d) Product
- c) The advertisement costs in the introductory stage are _____
a) Low
b) Medium
c) Negative
d) Very high
- d) Negotiated pricing is otherwise called _____
a) Parallel pricing
b) Variable pricing
c) Dual pricing
d) Coordinated pricing
- e) _____ refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives.
a) Services marketing
b) Virtual marketing
c) Green marketing
d) Global marketing

2. True or False

- a) Direct and digital marketing involve targeting broad segments of customers.
- b) When a company hires lobbyists to influence legislation affecting its industry, it is taking a defensive stance toward the marketing environment.
- c) For a company to be both environmentally sustainable and profitable is very difficult as the environmental goals and standards have a negative impact on a company's expenses and profitability.
- d) Experimental research is best suited for gathering descriptive information.
- e) A company buying a product or service for the first time faces a new task situation.

SECTION A - K2 (CO1)**Answer ALL the Questions
10)****(10 x 1 =****3. Fill in the blanks**

- a) Demography is the _____.
- b) The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.
- c) Marketing mix was proposed by _____.
- d) Making more sales to current customers without changing a firm's products is known as _____.
- e) Following the change in consumer values and consumption patterns after the Great Recession, marketers have changed their marketing strategies to emphasize the _____ of their products.
- 4. Answer the following**
- a) Define marketing.
- b) List the macro environment classification.
- c) Define new product development.
- d) What are the various risks a company takes when producing shoddy, harmful, or unsafe products?
- e) What is FOB pricing?

SECTION B - K3 (CO2)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

5. Discuss the steps of marketing process.
6. State the importance of MIS.
7. Promotional tools used by the marketers should not mislead the consumers- Discuss.
8. Discuss the principles of sustainable marketing.

SECTION C – K4 (CO3)**Answer any TWO of the following in 100 words each.****(2 x 10 = 20)**

9. Explain the different segmentation variables used in segmenting consumer markets.
10. Explain in detail the process of Marketing Research.
11. What are the types of marketing channel?
12. Explain the pricing methods.

SECTION D – K5 (CO4)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

13. Briefly describe the steps in the business buying process.
14. Discuss the stages of new product development.

SECTION E – K6 (CO5)**Answer any ONE of the following in 250 words****(1 x 20 = 20)**

15. List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing marketing return on investment.
16. Ruben Delgado was making wooden pens and pencils, which had unique engravings, as a hobby until Simon Yoder recognized Ruben's talent. Simon immediately ordered 250 pens and pencils of various styles to be displayed in his shop's showcase. Within three months, the wooden pencils were a hit with all students! Ruben Delgado had never thought of marketing his talent, but Simon's enthusiasm and the recent sales were enough to change his mind. With limited resources, Ruben contacted three additional specialty shops within 100 miles that were situated near schools. He explained his manufacturing processes and engraving options to each. All three shop owners placed a trial order. Within two months, just prior to the holiday season, each shop owner placed

List and discuss the major bases for segmenting consumer and business markets.

&&&&&&&&&&