



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SEC.

THIRD SEMESTER – APRIL 2013

BC 3501 - MARKETING MANAGEMENT

Date: 02/05/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 X 2=20)

1. Differentiate between a perfect market and an imperfect market.
2. Define marketing.
3. Briefly explain the terms targeting and positioning with an example.
4. What is the difference between a brand mark and a trade mark?
5. Write a note on test marketing.
6. Define marketing information system.
7. Explain the concept of franchise selling.
8. Write a note on marketing mix.
9. What is green marketing?
10. What is BOGOF.

PART – B

ANSWER ANY FIVE QUESTIONS:

(5X8=40)

11. How does the marketing concept differ from the selling concept?
12. How markets could be classified?
13. Bring out the reasons for a new product to fail in the market?
14. Define segmentation and explain its concept. Is it necessary? If so, when?
15. Explain the concept of product life cycle graphically.
16. Explain with examples the following types of pricing: skimming, penetration, predatory, and psychological pricing.
17. Explain with examples intensive distribution, selective distribution and exclusive distribution.
18. Define marketing research and bring out its objectives.

PART – C

ANSWER ANY TWO QUESTIONS:

(2X20=40)

19. “The external marketing environmental elements should be considered before starting a business”. Discuss.
20. Briefly explain the importance of various elements of promotion mix.
21. Bring out the pros and cons of Walmart entry into India as a multi brand retailer.

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