



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – APRIL 2016

BC 3501 - MARKETING MANAGEMENT

Date: 02-05-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the questions:

(10*2=20)

1. Define marketing.
2. What are the elements of marketing environment?
3. What are the four P's in marketing?
4. What is targeting? Explain with an example.
5. What is brain storming?
6. What is pricing?
7. Who is a brand ambassador?
8. What is meant by publicity?
9. Write a note on 'POP displays'.
10. What is meant by CRM?

SECTION – B

Answer any FIVE

(5*8=40)

11. Explain the various types of markets.
12. Why research on marketing environment is necessary before starting a business? Explain.
13. Write a note on the various criteria for segmentation?
14. Explain the importance and benefits of packaging. Give suitable examples.
15. Explain the factors considered for pricing?
16. What are the different sales promotion tools adopted for the consumer?
17. Briefly explain the benefits of advertising.
18. Bring out the benefits of marketing information system.

SECTION – C

Answer any TWO

(2*20=40)

19. Describe the concept of marketing mix using an illustration
20. Explain the various types of pricing.
21. Explain the new product development process in detail.
