



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SEC.

THIRD SEMESTER – NOVEMBER 2011

BC 3501 - MARKETING MANAGEMENT

Date : 03-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION - A

ANSWER ALL THE QUESTIONS

(10x2=20)

1. What is a market?
2. State briefly the importance of marketing information system?
3. What is a trade mark?
4. Explain remarketing?
5. What are industrial goods?
6. What is skimming pricing?
7. Define advertisement
8. What is sales promotion?
9. Explain test marketing?
10. Define market segmentation

SECTION - B

ANSWER ANY FIVE QUESTIONS

(5x8=40)

11. Explain the different stages of product life cycle?
12. State the various factors to be considered in selecting channels?
13. Discuss the objectives of promotion?
14. Explain the factors influencing the buyer behaviour?
15. Analyse the major concepts of marketing management?
16. State the components of marketing mix?
17. What are the functions of packaging?
18. Explain the various methods of market segmentation?

SECTION - C

ANSWER ANY TWO QUESTIONS

(2x20=40)

19. Explain the internal and external factors affecting pricing decisions.
20. Explain the qualities of good advertisement copy?
21. Discuss the various classification of marketing environment?
