



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2016

CO 5503 - MARKETING MANAGEMENT

Date: 03-05-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL questions:

(10x2=20 Marks)

1. Define Market.
2. What is Marketing Mix?
3. Write a short note on “Market Segmentation”.
4. What is Packaging?
5. Write short note on Channel of Distribution.
6. What is Skimming Pricing?
7. What is Promotion?
8. What is ‘communication process’ ?
9. What is ‘Global Market’?
10. What is Social Responsibility Marketing?

PART – B

Answer any FIVE questions:

(5x8=40 Marks)

11. What are the Marketing Segmentation strategies?
12. Explain the features of Modern marketing.
13. What is Branding? Explain its advantages.
14. What are the essentials of good package?
15. Explain the significance of pricing in marketing.
16. State briefly the importance of Distribution channel.
17. What are the factors affecting promotion mix?

PART – C

Answer any TWO question:

(2x20=40 Marks)

18. Describe the characteristics of an effective advertisement.
19. Describe the Marketing Environment in detail.
20. Explain in detail the various steps involved in new product development.
21. Explain the various kinds of pricing decisions.
