



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.C.A.DEGREE EXAMINATION –COMPUTER APPLICATIONS

FOURTH SEMESTER – APRIL 2019

16/17UCO4AL02– MODERN MARKETING

Date: 05-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions:

(10X2 Marks =20)

1. Define the term 'Marketing'.
2. Indicate the functions of marketing.
3. Showcase the different marketing environment in a chart.
4. What is marketing plan?
5. Enlist the different customer retention strategies followed in the modern marketing.
6. What are the objectives of pricing?
7. Differentiate between advertisement and publicity.
8. Who are all the participants in the distribution channel?
9. What is e-commerce?
10. List out any four channels used for digital marketing.

PART B

Answer any FOUR questions:

(4x10 Marks =40)

11. Draw a marketing plan for a new organic health drink product in the modern market.
12. Briefly explain the concept of Marketing Mix.
13. How a consumer takes the purchase decisions in a market? Concisely explain each steps.
14. Distinguish the Business Market from Consumer Market.
15. Brief out the different types of brand name.
16. What are the methods for fixing promotional budgets? Briefly explain.
17. What is sustainable marketing? Explain its principles.

PART C

Answer any TWO questions:

(2X20 Marks = 40)

18. Describe the various concepts evolved during the different phases of Marketing Management Orientation.
19. Explain the STP Strategies with a proper illustration.
20. Draw the Product Life Cycle and explain each stages of Product Life Cycle.
21. Digitalmarketing encompasses all marketing efforts that use an electronic device or the internet - Comment.
