

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**M.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – APRIL 2023**

**CO 1802 – MARKETING MANAGEMENT**

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION-A**

(10 x 2 = 20 Marks)

**Answer all the questions:**

1. What is marketing?
2. Define “Tangible goods”.
3. What do you mean by market segmentation?
4. What is target marketing?
5. List the major benefits of marketing information system.
6. Define “Speciality products”.
7. What is penetration pricing?
8. Define “Online advertising”.
9. Mention any two methods of direct marketing.
10. What is marketing ethics?

**SECTION-B**

(4 x 10 = 40 Marks)

**Answer any FOUR questions:**

11. Explain the importance of modern marketing.
12. Elucidate the various objectives of pricing.
13. What are the reasons for a product failure? Explain.
14. Explain marketing mix in detail.
15. Enlist the various sales promotional techniques.
16. Illustrate the different stages of PLC with its characteristics.
17. Discuss the various functions of channel members.

**SECTION-C**

(2 x 20=40 Marks)

**Answer any TWO questions:**

18. Discuss the various marketing environmental forces that affects the global marketers.
19. Analyse the various methods of pricing elaborately.
20. Explain the different methods of market segmentation
21. Describe the different promotion mixes available for the marketers.

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