

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

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – November 2009

**CO 5503 - MARKETING MANAGEMENT**

Date & Time: 09/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer all the questions**

**(10 x 2 = 20 marks)**

1. What is social marketing?
2. What is remarketing?
3. What are cultural factors?
4. What is meant by product diversification?
5. Explain A.I.D.A.
6. What is direct marketing?
7. What is regulated market?
8. State the various elements of marketing mix?
9. What do you mean by buying motive?
10. What do you mean by market niching?

**SECTION – B**

**Answer any FIVE questions**

**(5 x 8 = 40 marks)**

11. Describe briefly the evolution of the societal marketing concept?
12. List down the factors that affect marketing mix?
13. Explain the methods, available for setting a promoting Budget.
14. Briefly explain the various micro environmental factors affecting the marketing function?
15. What are the steps to be followed before introducing a new product?
16. Briefly enumerate the causes for increase in sales promotional activities?
17. Explain the various elements of a comprehensive marketing plan?
18. Differentiate a 'Need' from a 'Want'. What is the relevance of Maslow's theory in Marketing?

**SECTION – C**

**Answer any TWO questions**

**(2 x 20 = 40 marks)**

19. Explain the various stages in the consumer buying decision process?
20. What are the bases for segmenting consumer and Industrial Markets? Comment with Illustrations.
21. What are factors that influence the pricing decisions?

