



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2013

CO 5503 – MARKETING MANAGEMENT

Date : 12/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer any TEN of the following:

(10 X 2 =20)

1. What is market segmentation?
2. What is marketing myopia?
3. What is Product mix?
4. Explain is 'Branding'?
5. Define skimming pricing.
6. Define Markets.
7. Who is a wholesaler?
8. What is business markets?
9. What is penetration pricing?
10. Explain value delivery network.

SECTION – B

Answer any FOUR questions:

(4 X 10 = 40)

11. List out and explain any four kinds of pricing.
12. What are the steps in developing an effective marketing communication?
13. Explain the steps in New product development.
14. Explain the different pricing policies.
15. Explain the various competitive positions a firm could hold.
16. What are the channel design decisions to be taken by a Marketer?
17. Describe the various types of consumer products in detail.

SECTION – C

Answer any TWO questions:

(2 X 20 =40)

18. What is pricing. Explain the various factors considered for pricing.
19. Describe the strategies for each stage of the product life cycle.
20. Describe the various bases for segmenting consumer markets.
21. Explain the social marketing criticisms in Marketing. Comment on Citizen & Public actions.

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