

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2010

BU 4501 - MARKETING MANAGEMENT

Date & Time: 21/04/2010 / 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL QUESTIONS

(10 x 2 = 20 marks)

1. Define Marketing Management.
2. Identify any two features of a New Product.
3. State two functions of a channel member?
4. What is a terminal market?
5. Outline the types of Wholesalers.
6. Explain the term “Complex Buying Behavior”.
7. What are the elements of the promotional mix?
8. What is a brand name? Explain with examples.
9. Identify the functions of a label.
10. What is a product line?

PART – B

ANSWER ANY FIVE QUESTIONS

(5 x 8 = 40 marks)

11. Enumerate the reasons for failure of new products.
12. Explain the various characteristics of the PLC.
13. Elaborate on ‘channel conflict’ with relevant examples.
14. Classify the different types of small scale Retailers.
15. Explain the importance and significance of branding with illustrations.
16. List the functions of an effective package.
17. Outline the criteria used for effective market segmentation.
18. Explain the steps in developing effective communication.

PART – C

ANSWER ANY TWO QUESTIONS

(2 x 20 = 40 marks)

19. Explain the various stages involved in planning and developing a New Product.
20. Define Channels of Distribution. Discuss the factors that affect the choice of Channel.
21. Elucidate the challenges faced in Customer Relationship Management by a present day marketer.

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