



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

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

FOURTH SEMESTER – APRIL 2017

**BU 4501- MARKETING MANAGEMENT**

Date: 21-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer **ALL** the questions:

**(10 x 2 = 20)**

1. Define Digital Marketing.
2. What is consumer market?
3. State the two function of a wholesaler.
4. What is meant consumer perception?
5. What is meant by complex buying behaviour?
6. Define 'Brand Equity'.
7. What are the elements of the product mix?
8. What is skimming pricing?
9. List the two characteristics of labelling.
10. What is product width?

**PART – B**

Answer any **FOUR** questions:

**(4 X 10 = 40)**

11. Explain the difference between marketing and selling.
12. Discuss the various stages of new product life cycle with an example.
13. What is a channel conflict? And discuss the types of conflict with an example.
14. Discuss the criteria used for an effective market segment.
15. Explain the various types of pricing for a new product with an example.
16. Discuss the functions of an effective package.
17. Explain an effective communication process model for an automobile industry.

**PART – C**

Answer any **TWO** questions:

**(2 X 20 = 40)**

18. Briefly explain the various stages of new product development with an example.
19. Define a Marketing Channel and discuss the different types of channel of distribution.
20. Explain the challenges faced in Customer Relationship Management by a present day marketer.
21. Discuss the major pricing strategies of Product mix and Price adjustment.

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