



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2019

BU 4501– MARKETING MANAGEMENT

Date: 12-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer any FOUR questions not exceeding 500 words each.

(4 X 10 = 40)

1. Discuss the functions of an effective package.
2. Explain an effective communication process model for an automobile industry.
3. Discuss the criteria used for an effective market segment.
4. Explain the difference between marketing and selling.
5. Define Labeling. What are the advantages and disadvantages of Labeling?
6. Briefly describe the stages in the 'Product Life Cycle'.
7. Define 'Product Mix'. What are the advantages of altering a product mix?
8. What do you mean by 'Channels of Distribution'? Describe any two important channels of distribution.

PART – B

Answer any THREE questions not exceeding 1200 words each:

(3 X 20 = 60)

9. Discuss the major pricing strategies of Product mix and Price adjustment.
10. Explain the customer Buying behaviour model.
11. Explain the importance of effective Customer Relationship Management.
12. Define 'Promotion'. Describe the role of communication in Promotion.
13. What are the major types of brands? State the advantages of branding.
14. Explain the various stages of new product development with an example.
