

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – November 2009

BC 3501 - MARKETING MANAGEMENT

Date & Time: 06/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION – A

ANSWER ALL THE QUESTIONS

(10 x 2 = 20Marks)

1. What is 'Marketing Mix'?
2. What is 'Demarketing'?
3. Define –'Extensive Decision Making'.
4. What is 'Brain storming'?
5. What is Product Item?
6. What do you mean by Trade Mark?
7. When is Skimming Pricing used?
8. State the application of Persuasive Promotion.
9. Define Market Segmentation.
10. What is Telemarketing?

SECTION - B

ANSWER ANY FIVE QUESTIONS

(5 x 8 = 40 Marks)

11. Distinguish Marketing from Selling.
12. Explain briefly the different Kinds of Markets.
13. What is consumer behaviour? Discuss any 5 Factors influencing consumer behaviour.
14. Discuss the Kinds of Marketing Information.
15. Briefly discuss the significance of product planning.
16. Explain any five Functions of Branding.
17. What do you mean by Product Life Cycle? Explain the PLC of Cigarette market.
18. What is Promotion mix? Briefly discuss the Factors affecting promotion Mix.

SECTION - C

ANSWER ANY TWO QUESTIONS

(2 x 20 = 40 marks)

19. Marketing has been described as a process of adjusting controllable factors to uncontrollable factors. Elaborately discuss all the factors to be considered for marketing decision making.
20. Describe the new product development process? Comment on the opinion that most of the new products introduced in India are blind copies of foreign products.
21. Explain how integrated marketing communication is a powerful and cost effective promotional strategy.

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