

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2010

CO 5503 - MARKETING MANAGEMENT

Date & Time:03/05/2010 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL Questions

(10x2=20 marks)

1. Define Marketing.
2. What is Marketing Mix?
3. What is meant by a product?
4. Explain the term Marketing Segment.
5. What is price?
6. Define a channel of distribution.
7. What is Sales promotion?
8. What is total promotion budget?
9. What is meant by “Marketing ethics”?
10. What is ‘Socially responsible marketing’?

SECTION – B

Answer any FIVE Questions

(5x8=40 marks)

11. What is marketing? How does it differ from market?
12. Explain briefly the steps to be followed in new product introduction.
13. Explain the factors determining the choice of suitable channels of distribution.
14. What are the factors governing basic promotional strategy?
15. Write a note on global market environment.
16. Explain the steps involved in Market Segmentation process.
17. What are the advantages of “Labeling”?
18. Describe the three bases on which firms usually set their pricing in practice.

SECTION – C

Answer any TWO Questions

(2x20=40 marks)

19. “Marketing begins before production and ends after production”-Discuss this statement.
20. What is branding? Explain in detail, its significance in modern marketing.
21. Analyse the distinctive features of the various elements of the promotion mix with suitable examples.

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