



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.C.A.DEGREE EXAMINATION – COMPUTER APPLICATIONS

FOURTHSEMESTER – APRIL 2018

16UCO4AL02- MODERN MARKETING

Date: 27-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer ALL questions:

(10x2=20 marks)

1. Define the term Marketing
2. What is Skimming Pricing?
3. What is meant by Brand Name?
4. What are convenience goods?
5. What is Caveat Emptor?
6. Write a note on brand loyalty.
7. Define the term Buying
8. Who is a Wholesaler?
9. Mention any two factors that affect the pricing of a product
10. Define sales promotion.

SECTION- B

Answer any FOUR questions:

(4x10=40 marks)

11. Discuss in detail about recent trends in marketing
12. Describe the different types of consumer product and give examples.
13. Explain the Channel Design Decision process
14. Explain the various stages of Product Life Cycle
15. Describe the Buyer Decision Process.
16. Explain the components of Product Mix
17. What is search engine optimization? How is it useful for the customers

SECTION- C

Answer any TWO questions:

(2x20=40 marks)

18. Discuss in detail the different Kinds of Pricing
 19. What are the steps to be adopted in developing effective marketing communication?
 20. List out and explain the major steps in the new-product development process
 21. Describe the various methods of segmenting the market with suitable examples.
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