

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – APRIL 2018

CO 5503– MARKETING MANAGEMENT

Date: 04-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL questions:

(10X2=20)

1. Define 'Marketing'.
2. Write short notes on 'Business market'.
3. What is product line?
4. What is Branding?
5. What is negotiated pricing?
6. What is market segmentation?
7. What do you understand by the term 'Promotion'?
8. State any two factors affecting promotion mix.
9. Mention any two responsibilities of a consumer.
10. What is societal marketing?

PART – B

Answer any FIVE questions:

(5x8=40)

11. Explain in detail about marketing mix.
12. Write a short note on "Target marketing".
13. What are the requirements of an effective segmentation? Explain.
14. What are the pros and cons of packaging? Explain.
15. What are the major factors that should be taken into account in developing a price policy? Explain.
16. What do you understand by channel of distribution? What is its role in Marketing?
17. What are the steps in developing effective communication? Explain.

PART –C

Answer any TWO questions:

(2x20=40)

18. Discuss the macro-environment factors affecting global business.
19. Describe the various steps involved in new product development.
20. Explain the different kinds of pricing.
21. Explain in detail the different bases of market segmentation.
