

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – APRIL 2010

BC 3501 - MARKETING MANAGEMENT

Date & Time: 26/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer any ALL Questions

(10 x 2 = 20 Marks)

1. Define Marketing.
2. Explain production concept?
3. What is product positioning?
4. Mention any two uses of packaging?
5. What are industrial goods?
6. What is skimming pricing?
7. Define advertisement?
8. What is sales promotion?
9. What is advertisement layout?
10. What is customer relationship management?

SECTION – B

Answer any FIVE Questions.

(5 x 8= 40 Marks)

11. Discuss the concept of Marketing Mix?
12. Explain the characteristics of the stages in product life cycle.
13. Discuss the factors that influence pricing.
14. Explain the different methods of fixing an advertisement budget.
15. Distinguish between advertisement and sales promotion
16. What are the different sales promotion methods for a product?
17. Distinguish between Marketing and Sales.
18. Discuss the relationship between marketing information system and marketing.

SECTION – C

Answer any TWO Questions

(2 x 20= 40 Marks)

19. What are the various methods of segmenting a consumer market?
20. Describe the different methods of pricing.U
21. Discuss the concept of marketing mix and its relationship with environment.

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