



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**SECOND SEMESTER – APRIL 2017**

**BC 2503- FUNDAMENTALS OF MARKETING**

Date: 04-05-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART- A**

Answer **ALL** the questions:

**(10 x 2=20)**

1. Define marketing management?
2. What is niche marketing?
3. What is hyper market?
4. Define pricing.
5. Define channel design.
6. What is promotion mix?
7. Explain “odd pricing”.
8. What is marketing communication?
9. Give the meaning of branding.
10. List out the 4 p’s of marketing.

**PART- B**

Answer any **FOUR** questions:

**(4 x 10 =40)**

11. How the marketing influence the channel selection.
12. Define PLC, and explain the various stages of PLC.
13. Distinguish between Advertising and Publicity.
14. What are the factors influencing segmentation?
15. Briefly explain the product mix and its dimensions.
16. What is packaging? Explain its various kinds.
17. Mention the causes and types of channel conflict.

**PART- C**

Answer any **TWO** questions:

**(2 x 20=40)**

18. Describe in brief the functions performed by marketing management.
19. Explain the various tools used in sales promotion.
20. Explain the internal and external factors affecting the pricing decisions.
21. Give the reasons for the failure of new product and also give the solution for solving the problem.

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