

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – NOVEMBER 2007

BC 3501 - MARKETING MANAGEMENT

AW 4

Date : 31/10/2007
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

(10 x 2 = 20 marks)

Answer ALL questions.

1. What is demographic segmentation?
2. Who are laggards?
3. State the elements of a marketing mix.
4. What is ROI pricing?
5. Differentiate between market and marketing.
6. What is promotion budget?
7. Define 'Product life'
8. State any two pricing objectives
9. What are buying motives?
10. What is a chain store?

PART – B

(5 x 8 = 40 marks)

Answer any FIVE questions.

11. Describe the process of developing and introducing a new product.
12. Explain any two important strategies that may be adopted for alteration of a product mix.
13. What is branding? State the objectives of branding.
14. Describe the types and functions of wholesales.
15. What are the factors to be considered while fixing the price of a consumer durable?
16. Explain briefly the commonly used channels of distribution.
17. State the functions of packaging and labelling.
18. Describe the stages in the product life cycle.

PART – C

(2 x 20 = 40 marks)

Answer any TWO questions.

19. Describe the elements of a promotion mix and how does a company set its promotion mix.
20. What is Marketing Information System? State the uses of MIS.
21. Explain the important bases of market segmentation with suitable examples.
