



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

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

**THIRD SEMESTER – NOVEMBER 2013**

**BC 3501 – MARKETING MANAGMENT**

Date : 08/11/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**ANSWER ALL THE QUESTIONS:**

**(10x2=20 marks)**

1. Define “Marketing Management”.
2. What is Marketing Mix?
3. What is meant by Market Segmentation?
4. What is Branding?
5. Define ‘Pricing’.
6. What is Channel Conflict?
7. What is Promotion?
8. What is Promotion Mix?
9. What do you mean by Marketing Information?
10. Define Advertisement.

**PART – B**

**ANSWER ANY FIVE QUESTIONS:**

**(5x8=40 marks)**

11. State the importance of Marketing Management.
12. Distinguish between Consumer Market and Business Market.
13. Discuss the advantages of Branding.
14. What is Product Mix? State its Objectives.
15. What are the methods of Pricing?
16. What are the qualities of a good Advertisement?
17. State the needs for Marketing Information System.
18. What are the functions of Packaging?

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

**(2x20=40 marks)**

19. Discuss the Objectives of Pricing. What are the points to be considered before fixing the Price?
20. List out and discuss the different steps involved in developing a new product.
21. Discuss the benefits and uses of Marketing Information System.

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