



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2013

CO 5503 - MARKETING MANAGEMENT

Date: 13/05/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer all of the following questions:

(10 x 2 = 20 Marks)

1. Give AMA definition of marketing.
2. What do you understand by integrated channel strategy?
3. Define marketing segmentation.
4. State any two objectives of pricing.
5. Write a short note on socio cultural environment.
6. What is marketing ethics?
7. Identify any two positioning strategies for a new toothpaste.
8. What is concept testing?
9. Identify the elements in marketing information system.
10. Why is it necessary to build good customer relationship?

SECTION-B

Answer any FIVE of the following questions:

(5 x 8 = 40 Marks)

11. What are the qualities of good branding?
12. Explain the marketing-mix elements.
13. 'Packaging is considered as one of the important pillars of marketing'. Discuss
14. Explain the various stages in the Product lifecycle with an example.
15. Discuss the channel design management.
16. Explain the criteria for effective market segmentation.
17. Explain the social responsibilities of a marketer.
18. Identify the marketing management tasks.

SECTION-C

Answer any TWO of the following questions:

(2 x 20 = 40 Marks)

19. Describe the channel design management process.
20. Describe the various steps involved in developing effective communications.
21. Determine the factors that influence a pricing decision.

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