



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2017

CO 5503- MARKETING MANAGEMENT

Date: 26-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer all the questions:

(10 x 2 = 20 Marks)

Explain the following concepts briefly:

1. Marketing Management
2. Product
3. Societal Marketing
4. Brand Positioning
5. Marketing Information System.
6. Business market
7. Skimming Pricing
8. Personal selling
9. Direct marketing
10. Retailing

SECTION-B

Answer any FOUR questions:

(4 x 10 = 40 Marks)

11. Explain the CMC briefly.
12. Exemplify the consumer buying process
13. What are the advantages of advertising ?
14. Analyse the various methods of product mix pricing.
15. Explain the various benefits of labelling
16. Discuss the various micro environmental forces that affects the global marketers
17. Elucidate the various functions of channel members.

SECTION-C

Answer any TWO questions:

(2 x 20 = 40 Marks)

18. What is market segmentation? Explain the different methods of market segmentation
19. Explain marketing mix in detail
20. Elaborate the various factors that could affect pricing decisions.
21. Describe the different promotion mixes available for the marketers.
