



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

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – NOVEMBER 2014**

**CO 5503 - MARKETING MANAGEMENT**

Date : 01/11/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer any **TEN** of the following:

(10 x 2 = 20 marks)

1. What is Marketing Management?
2. What are business Markets?
3. Explain the term Positioning.
4. Define Branding.
5. What is Pricing?
6. What is a Marketing Channel?
7. What is effective Communication?
8. Explain the term Promotion Mix.
9. What is global Market Environment?
10. What are Marketing ethics?

**PART – B**

Answer any **FOUR** of the following:

(4 x 10 = 40 marks)

11. Explain the various classification of Marketing.
12. Distinguish between Product mix and Marketing mix.
13. Explain the various bases for Segmenting Markets.
14. What are the features of a good brand?
15. Briefly explain the bases for setting the price of a product.
16. Discuss the objectives of Sales Promotion.
17. Write a note on global market environment.

**PART – C**

Answer any **TWO** of the following:

(2 x 20 = 40 marks)

18. What is the need for new products? What are the factors to be considered before introducing a new product?
19. Define a channel of distribution. Discuss the factors governing the choice of a particular channel.
20. What is 'Internet'? How far it is useful in Marketing of goods and services.

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