



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

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

**FIFTH SEMESTER – NOVEMBER 2016**

**CO 5503 – MARKETING MANAGEMENT**

Date: 05-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**Section A**

Answer ALL Questions:

**(10\*2=20)**

1. What is 'niche' marketing?
2. Differentiate between consumer market and business market.
3. Define 'product line'.
4. What is 'dual use' package?
5. Give the meaning of zero level channel.
6. What are 'allowances', in marketing?
7. Mention the essence of pull mix.
8. Define marketing communication.
9. Mention any two ways to enter into the global market.
10. Give the meaning of marketing ethics.

**Section B**

Answer any FOUR Questions:

**(4\*10=40)**

11. Define marketing mix. Explain in detail the different perspectives of a marketing mix.
12. Bring out the kinds, merits, and demerits of labelling.
13. Discuss the factors involved in selecting a channel design.
14. How will you establish an effective marketing communication?
15. Provide a social criticism of the marketing discipline.
16. What are the steps involved in targeting and positioning of a product?
17. How will you analyze competition, and draft a marketing strategy?

**Section C**

Answer any TWO Questions:

**(2\*20=40)**

18. Describe the marketing management orientations in detail.
19. Define product mix. What are the factors that influence product mix? Describe the major product mix strategies.
20. What are the factors that affect a pricing decision? Describe 'Pricing methods'.
21. Describe the various global marketing environmental forces that are encountered today.

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