

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



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

**FIFTH SEMESTER – NOVEMBER 2018**

**CO 5503 – MARKETING MANAGEMENT**

Date: 24-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION-A**

**Answer all the questions:**

(10x2=20 Marks)

1. Define 'Societal marketing'.
2. Explain the term 'Market'.
3. What is Market Segmentation?
4. What is B2C?
5. Define 'Product'.
6. What is Telemarketing?
7. What do you understand by Psychological Pricing?
8. What is Social Media Marketing?
9. Define 'Promotion'.
10. What is consumerism?

**SECTION-B**

**Answer any FOUR questions:**

(4x10=40 Marks)

11. Explain the evolution of marketing.
12. Elucidate any four methods of pricing.
13. Explain the advantages of packaging.
14. Explain the different product levels with examples.
15. Illustrate the simple communication process.
16. Explain the functions of channel members.
17. Discuss the various tools of sales promotion.

**SECTION-C**

**Answer any TWO questions:**

(2x20=40 Marks)

18. Analyse the various marketing environmental factors affecting the marketers globally .
19. Explain the factors influencing consumer behaviour.
20. Discuss the different stages of product life cycle.
21. Describe the various methods of promotion.

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