LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com.** DEGREE EXAMINATION – **CORPORATE SEC.**

THIRD SEMESTER – NOVEMBER 2012

# BC 3501 - MARKETING MANAGEMENT

Date : 05/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

**Answer ALL:**

**(10 x 2 = 20 Marks)**

1. Define Market.
2. Explain sales concept.
3. What are rational and emotional motives?
4. What is product repositioning?
5. Mention any two uses of labeling.
6. What are shopping goods?
7. What is skimming pricing?
8. What is Branding?
9. Mention any two problems faced in distribution.
10. Mention any two reasons for developing new products.

**PART – B**

**Answer any FIVE of the following questions: ( 5 x 8 = 40 Marks )**

1. Discuss the importance of marketing.
2. Distinguish between industrial and consumer goods.
3. Explain the factors influencing buyer behaviour.
4. Discus the objectives of pricing.
5. Explain the different elements of an Advertisement copy.
6. Distinguish between advertisement and sales promotion
7. What is customer relationship management? Explain its benefits to a final consumer.
8. State the advantages of packaging.

**PART – C**

**Answer any TWO of the following questions: ( 2 x 20 = 40 Marks )**

1. Discuss the concept of marketing mix and its relationship with environment.
2. What are the various methods of market segmentation?
3. Discuss the various kinds of distribution channel.

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