

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2007

AU 14

CO 5503 - MARKETING MANAGEMENT

Date : 10/11/2007
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL of the following questions:

(10 x 2 = 20 marks)

1. What is social marketing?
2. What is marketing mix?
3. Write a short note on concentrated marketing.
4. What do you mean by the term product mix?
5. Define a brand.
6. List the objectives of pricing.
7. Define advertising.
8. Differentiate between a need and a want with an example.
9. Write a note on intensive distribution.
10. What is pop display?

SECTION – B

Answer any FIVE of the following questions:

(5 x 8 = 40 marks)

11. Differentiate between marketing and selling.
12. Give your comments on celebrity advertising as a marketing strategy – Give examples.
13. Explain the advantages of using brand names.
14. What is meant by skim the cream pricing policy? Give reasons for adopting the policy.
15. If you were the sales manager of a computer firm, what personal factors will you give more weightage in selecting sales person? Why?
16. What are the factors that determine the channel of distribution? Explain.
17. Explain the concept of marketing mix.
18. Bring out the various functions of sales management.

SECTION - C

Answer TWO questions only:

(2 x 20 = 40 marks)

19. Why products fail? Give reasons with suitable examples.
20. What is meant by segmentation? Explain the various basis of segmentation.
21. Briefly examine the different functions of marketing.
