LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIFTH SEMESTER – NOVEMBER 2012

# CO 5503 - MARKETING MANAGEMENT

 Date : 08/11/2012 Dept. No. Max. : 100 Marks

 Time : 9:00 - 12:00

**PART – A**

**Answer ALL questions: (10 x 2 = 20 marks)**

1. Define Marketing.
2. What is ‘Consumer Market’?
3. What is ‘Adoption Process’?
4. What do you understand by Product Mix?
5. What is ‘Odd Pricing’?
6. What is ‘Franchising’?
7. Write a short note on ‘Marketing Communication’.
8. Distinguish between ‘advertising’ and ‘salesmanship’.
9. What is ‘Competitor Analysis’?
10. What is “Socially responsible marketing”?

**PART –B**

**Answer any FIVE questions: (5 x 8 = 40 marks)**

1. Write a note on global Market Environment.
2. Explain the four elements of marketing mix.
3. What are the features of product Life Cycle?
4. Explain the role of packaging as a silent salesman.
5. What are the objectives of pricing?
6. Explain the services rendered by the retailers.
7. State briefly the functions of marketing management.
8. What qualities should be possessed by a good advertisement copy?

**PART – C**

**Answer any TWO questions: (2 x 20 = 40 marks)**

1. Explain the steps involved in developing an effective communication campaign.
2. What are the factors to be considered for pricing the product? Describe using examples.
3. Describe the various types of Market Segmentation.

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