



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2013

BU 4501 - MARKETING MANAGEMENT

Date: 02/05/2013
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL QUESTIONS:

(10x2=20 marks)

1. Define Marketing.
2. Who is a consumer?
3. What is Market segmentation?
4. What is Market targeting?
5. Define the term price.
6. What is channel behavior?
7. What is promotional mix?
8. What is communication process?
9. What is customer relationship?
10. What is channel conflict?

PART – B

ANSWER ANY FIVE QUESTIONS:

(5x8=40 marks)

11. Distinguish between consumer markets and business markets.
12. What is Marketing Management? Explain its functions.
13. Explain the advantages of a brand name.
14. Discuss the problems of introducing new product.
15. Explain the objectives of sales promotion.
16. What are the strategies to be followed to communicate availability of product to consumers?
17. What are the advantages of labeling?
18. What are the benefits of customer relationship Management?

PART- C

ANSWER ANY TWO QUESTIONS:

(2x20=40 marks)

19. Explain the concept of Marketing mix and explain various factors that determining it.
20. What is Market positioning? Describe the various positioning strategies. How can it be planned?
21. Define a channel of distribution. Discuss the factors governing the choice of a particular channel?

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