



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION - COMMERCE

FIRST SEMESTER – APRIL 2014

CO 1802 – MARKETING MANAGEMENT

Date : 07/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION- A

(10 x 2 = 20)

Write the meaning of all the following concepts / terms in about 50 words each.

1. Marketing.
2. Variety seeking buying behavior.
3. Marketing Mix.
4. Marketing Information System.
5. Product.
6. Competitive Advantage.
7. Advertising.
8. Target Costing.
9. Stratified Random sample.
10. Channel conflict.

SECTION- B

(5 x 8 = 40)

Answer any FIVE Questions in this section.

11. Explain the different Marketing Management Orientations with suitable examples.
12. Discuss the objectives of marketing.
13. Discuss the stages of buyer decision process in relation to the consumer market.
14. List and explain the functions that are performed by channel intermediaries.
15. Social critics claim that certain marketing practices hurt individual consumers, society as a whole. Discuss this statement.
16. What is the meaning of Marketing Environment? Explain the major factors in the Micro environment of Marketing.
17. Explain the factors that influence consumer behaviour.
18. Discuss the meaning of different types of consumer products.

SECTION- C

(2 x 20 = 40)

Answer any TWO Questions in this section.

19. Outline and explain the major variables that might be used in segmenting a consumer market.
20. Describe any three different pricing policies using example.
21. Describe the characteristics, objectives and strategies in relation to each stage of Product life cycle.
