



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale  
**Backlog Arrear Examination, March 2021**

**MBA 4507 MARKETING MANAGEMENT**

**Time :3 hrs**

**Max. Marks : 75**

**ANSWER ANY FIVE ONLY IN DETAIL**

**5\*15=75 marks**

1. Differentiate : Marketing from Selling. Enumerate the Functions of Marketing
2. Elucidate the concept of Marketing Mix with examples .
3. Write a note on the Marketing Information Systems.
4. Discuss the Levels of a Product and elaborate the Concept of Product Life Cycle.
5. Write an essay on the types of Marketing Channels and the factors determining the selection of a Marketing Channel .
6. Explain in brief the Components of Promotion Mix.
7. Explain Product Line Management in detail .