



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

PCO 4605

Marketing Management

Time: 3 Hours

Maximum Marks: 75

Answer any FIVE of the following questions:

(5 x 15 =75)

- 1) Explain the evolution of marketing concept.
 - 2) Discuss the scope and importance of marketing.
 - 3) Elaborate the process of consumer behavior.
 - 4) Describe the stages of product life cycle.
 - 5) Enumerate the tools and techniques of sales promotion.
 - 6) Depict the marketing research process.
 - 7) Elucidate the social, ethical and legal aspects of marketing.
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