



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

Subject : Marketing Management

Time : 2 hours

Course Code: BBA1544 / 2423 / 2431

Marks: 75

Semester : II / III / III

Answer any Five Questions (5 x 15 = 75 Marks)

1. Explain the objectives of marketing.
2. What are the features of modern marketing?
3. Describe the concept of Product life cycle.
4. Discuss the different kinds of pricing.
5. Give an account of the different types of brand.
6. How do you classify advertising? Explain.
7. Explain the channels of distribution.