



# 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

COM/CME1436

MARKETING MANAGEMENT

Time: 3Hrs.

Marks: 75.

### Part - A

Answer any FIVE of the following Questions:

(5x 15 = 75)

1. Describe the factors influencing the consumer buying behaviour.
2. Elaborate different types of market segmentation.
3. Explain the factors affecting pricing decision.
4. Enumerate the various intermediaries involved in distribution channel.
5. Narrate the different tools and techniques of sales promotion.
6. Elucidate the steps involved in new product development.
7. Explain in detail the recent trends in marketing.