



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

Marketing Management

COM/CME 2425

Marks: 75

Duration: 3hours

Answer any FIVE of the following:

(5X15=75)

1. Explain briefly the various functions of marketing.
2. a) What is market segmentation? What are the benefits of market segmentation?
b) Explain the factors influencing change in Product Mix.
3. What is meant by product life cycle? Explain its concepts with example.
4. What is pricing? Discuss the various methods of pricing.
5. What do you understand by Channels of Distribution? Explain the factors determining the choice of a suitable channel of distribution.
6. Discuss various forms of promotional activities.
7. Explain the various kinds of Sales Promotion.