

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/PC/MM14**

**M.Com. DEGREE EXAMINATION NOVEMBER 2007**  
**COMMERCE**  
**FIRST SEMESTER**

COURSE : **MAJOR – CORE**  
PAPER : **MARKETING MANAGEMENT**  
TIME : **3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

ANSWER ANY FIVE QUESTIONS: ( 5 x 8 = 40)

1. “The market place isn’t what it used to be” What are the new behaviours and challenges that confront a marketer? Explain any five aspects.
2. What is known as the marketing concept? Can you give five specific reasons as to why marketers are embracing the marketing concept?
3. What tools would you use for tracking and measuring customer satisfaction? Explain any four of them.
4. What is markup pricing and target return pricing? How are they calculated?
5. Explain six important functional areas performed by wholesalers.
6. What is direct marketing? How do customers and sellers benefit from it.
7. “A persons buying behaviour is influenced by four major psychological factors – motivation perception, learning and beliefs”. Analyse.
8. Why do new products fail? Explain any five specific reasons.

**SECTION – B**

ANSWER ANY THREE QUESTIONS: ( 3 x 20 = 60)

9. Explain the six steps involved in the marketing research process.
10. “In the marketing environment certain forces and trends shape oportunities and pose threats”. How does the demographic, economic and social cultural environments affect marketing?
11. What is a brand? How would you create a bank identity? What are the different paradigms marketers are using to build their brands in the fast growing Indian economy.

12. What is a product life cycle? What are your marketing strategies for every stage of the product life cycle.
13. What steps can a CEO take to create a market and customer focused company? What are the five tools that a manager use to check on marketing performance.

