

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI-86
(For candidates admitted during the academic year 2015 – 2016 and thereafter)
SUBJECT CODE: 19AF/MC/PM23
B.COM. (A&F) DEGREE EXAMINATION - APRIL 2021
ACCOUNTING AND FINANCE
FOURTH SEMESTER

COURSE : MAJOR CORE

PAPER : PRINCIPLES OF MARKETING

TIME : 90 MINUTES

MAX.MARKS: 50

Section - A

Answer All Questions

(7 x 2 = 14)

1. Define marketing
2. What do you mean by product management?
3. State the legal implications in pricing.
4. Write any four types of sales promotion.
5. Describe the characteristics of word-of-mouth marketing.
6. List out the factors affecting choice of distribution.
7. Write a note on social cause marketing.

Section – B

Answer Any Two Questions

(2 x 8 = 16)

8. Briefly discuss the 7 P's of marketing mix.
9. Discuss the factors affecting pricing policy.
10. Explain the impact of digital marketing in India.

Section - C

Answer Any One Question

(1 x 20 = 20)

11. Discuss in detail the stages of new product development.
12. Describe the Integrated marketing communication planning process in detail.
