

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

(For candidates admitted during the academic year 2019-20 and thereafter)

SUBJECT CODE: 19CM/MC/MG44

**B.COM DEGREE EXAMINATION – APRIL 2021
FOURTH SEMESTER**

COURSE : MAJOR CORE

PAPER : MARKETING

TIME : 90 MINUTES

MAX. MARKS: 50

Section – A

Answer All Questions

(7 x 2 = 14)

1. Define marketing
2. What is product policy?
3. Write a note on skimming pricing.
4. What is meant by market segmentation?
5. Explain the term “breaking the bulk”.
6. What do you mean by societal concept?
7. Write a note on viral marketing.

Section – B

Answer Any Two Questions

(2 x 8 = 16)

8. Describe the stages of product life cycle with example.
9. Define consumer behavior and explain the factors influencing consumer behavior.
10. Explain the classification of channel members.

Section - C

Answer Any One Question

(1 x 20 = 20)

11. Discuss in detail the elements of promotion mix.
12. Explain in detail the types of digital marketing.
